BROADCASTING

Published Semi-Monthly • Vol. 3 No. 9 WASHINGTON, D. C., NOVEMBER 1, 1932 • $3.00 the Year 15c the Copy

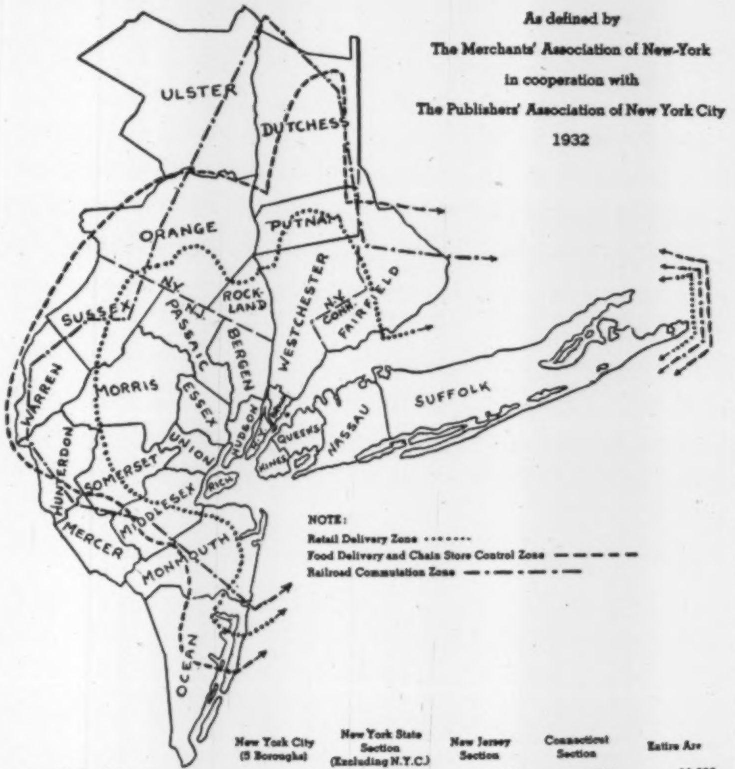
THE NEWS MAGAZINE OF THE FIFTH ESTATE

WOR

THOROUGHLY COVERS THIS TERRITORY

THE NEW YORK RETAIL TRADING AREA

As defined by
The Merchants' Association of New-York
in cooperation with
The Publishers' Association of New York City
1932


ULSTER
DUTCHESS
ORANGE
PUTNAM
N.Y.
N.J.
ROCKLAND
WESTCHESTER
N.Y.
CONN.
FAIRFIELD
SUSSEX
PASSAIC
BERGEN
WARREN
MORRIS
ESSEX
HUDSON
SUFFOLK
QUEENS
NASSAU
KINGS
UNION
HUNTERDON
SOMERSET
RICH.
MIDDLESEX
MERCER
MONMOUTH
OCEAN
NOTE:
Retail Delivery Zone ••••••••
Food Delivery and Chain Store Control Zone — — — — —
Railroad Commutation Zone — • — • — • —

	New York City (5 Boroughs)	New York State Section (Excluding N.Y.C.)	New Jersey Section	Connecticut Section	Entire Are
Area—Square Miles	299	4,835	4,468	631	10,233
(1) Population	6,930,446	1,374,398	3,363,641	386,702	12,055,187
(1) Population per sq. mile	23,179	284	753	614	1,178
(1) Number of families	1,728,695	333,967	817,490	94,424	2,974,576
(2) Number of retail stores	103,623	21,293	49,838	5,420	180,174
(2) Total Retail Sales (in $1000)	$4,402,870	$746,480	$1,567,160	$198,710	$6,915,220
(3) Number of Manufacturing Est.	29,434	1,591	7,373	764	39,162
(3) Value of Manufactured Products	$5,987,817,097	$476,547,730	$3,466,132,081	$385,622,013	$10,316,118,921
(4) Assessed Value of Real Estate	$19,616,915,429	$3,492,338,424	$4,776,844,313	$806,247,018	$28,692,345,184

Prepared by the Industrial Bureau, the Merchants Association of New York

WOR

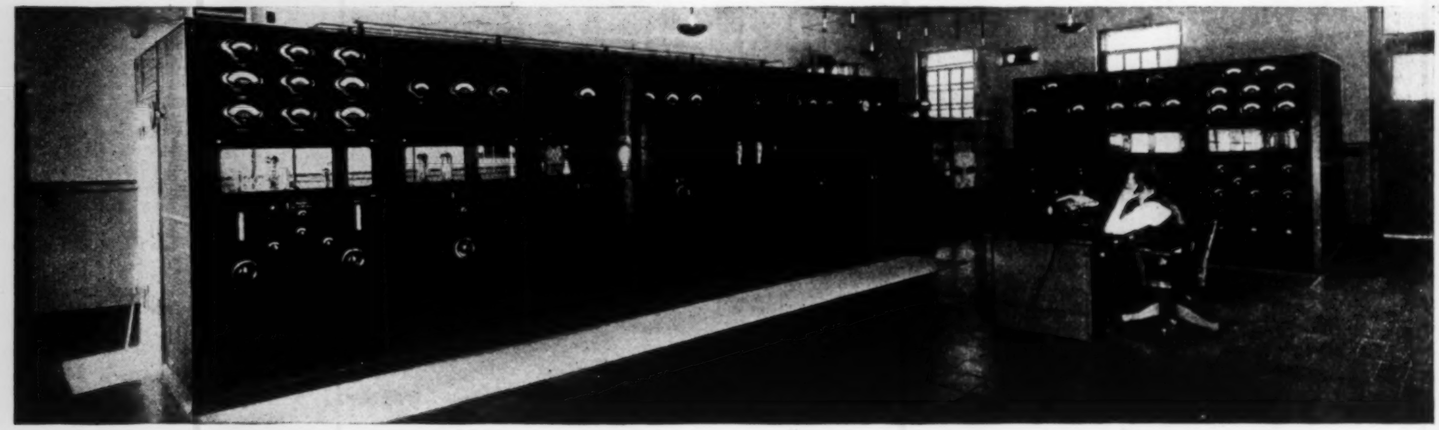
America's Leading Independent Station Serving Greater New Jersey and New York Metropolitan Area

BAMBERGER BROADCASTING SERVICE, INC.

NEWARK . NEW JERSEY

New York Office: 1440 BROADWAY . New York City

Broadcasting equipment by Western Electric . . . *from the smallest to the* LARGEST!



There are now over 175 Western Electric equipped radio broadcasting stations. These range in power from 50 watts to 50 kilowatts—an indication of the wide selection which Western Electric offers in broadcasting equipment.

In addition to transmitters Western Electric broadcasting products include:

Speech Input Equipments for station and for studio.
Tubes which maintain their characteristics throughout an unusually long life.
Pick-up apparatus, of which the Moving Coil Microphone is an outstanding example.

All Western Electric radio broadcasting apparatus is recognized for its highly efficient operation. Into every piece of equipment goes the long experience of Western Electric in making telephones and other sound transmission apparatus.

Whatever your broadcasting requirements, make Western Electric your standard. For detailed information on broadcasting equipment to best meet your needs, address the distributors, Graybar Electric Company, Graybar Building, New York.

Western Electric

RADIO TELEPHONE BROADCASTING EQUIPMENT

Distributed by GRAYBAR *Electric Company*

GRAYBAR ELECTRIC CO. B 11-32
Graybar Building, New York, N. Y.

Gentlemen: We are interested in Western Electric Radio Broadcasting Equipment, transmitter to have power rating of..............................

Include information regarding:
Moving Coil Microphone ☐
Speech Input Equipment ☐

NAME..............................

ADDRESS..............................

CITY.............................. STATE..............................

"ON THE SPOT"

to skim the CREAM

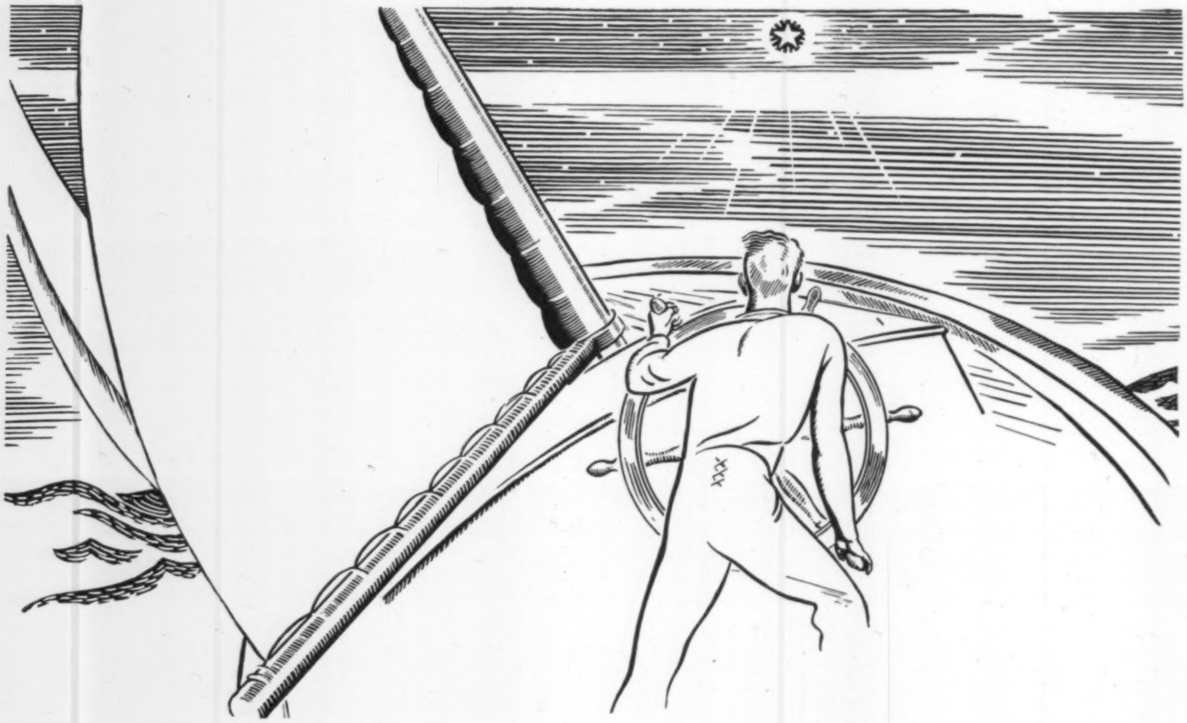
Go after business in localities where people are spending. That is a fundamental of selling and advertising. You apply it to your newspaper advertising. To your direct mail advertising. Your window displays. Your posters.

Now . . . apply it to your radio advertising. By Spot (individual station) Broadcasting, you can concentrate your radio advertising exactly where *you* want it. You can reach the people who are spending, through stations they like and listen to regardless of network affiliation.

You can have live talent or recorded programs. You will find your radio advertising becoming more productive.

Ask us for facts and figures. As the largest radio station representatives in the country, we have an immense amount of facts about stations, coverage, contracts, business conditions—all of it corrected weekly, some of it daily.

SCOTT HOWE BOWEN INC
SPOT BROADCASTING
CHRYSLER BUILDING, NEW YORK CITY
CHICAGO DETROIT KANSAS CITY BOSTON
OMAHA SAN FRANCISCO



Steer straight into your markets with

TRANSCRIPTIONS

As an advertising medium radio forges ahead. No wonder. Electrical transcriptions offer something positive and tangible. A recorded program is a valuable asset. It can be put on the air anywhere at any time.

Electrical transcriptions enable the advertiser to steer straight into his markets. He accepts no broadcasting in areas which are non-productive. This means economy. It means the elimination of waste. It makes radio a powerful up-to-date advertising medium as flexible as newspaper advertising. It reaches listening audiences at their peak.

Western Electric Wide Range Noiseless Recording (available only through the World Broadcasting System) insures perfect radio production.

The World Broadcasting System operates through leading stations in every part of the country. A Station List of over 170 radio stations will be sent on request.

World Broadcasting System, Inc.

World Broadcasting Building 50 West 57th St, New York

400 West Madison, Chicago • 179 King St., W., Toronto • 1040 North Las Palmas Ave., Hollywood, California

Production Studios: New York Chicago, Hollywood

SOUND STUDIOS OF NEW YORK, INC. (SUBSIDIARY OF WORLD BROADCASTING SYSTEM, INC.) WESTERN ELECTRIC LICENSEE

[*] THAT BOSTON SURVEY!

Let's see what it really shows . .

[†] BOSTON STATION POPULARITY PERCENTAGE

Broken Down into 9 A.M. to 7 P.M. and 7 P.M. to 10 P.M.

	WNAC	WAAB	WEEI	**WBZ**	All Others	Total
9 A. M.— 7 P. M.	28.4%	29.7%	23.4%	13.0%	5.5%	100%
7 P. M.—10 P. M.	25.3%	11.5%	28.2%	**32.7%**	2.3%	100%

Westinghouse

WBZ

BOSTON

The most powerful full time station in New England—25,000 watts on a cleared channel.

WBZ, and WBZA, carrying indentical programs effectively serve Massachusetts, Rhode Island, and parts of Connecticut, New Hampshire, Maine and Vermont.

OTHER WESTINGHOUSE STATIONS

WBZA	KDKA	KYW
Springfield, Mass.	Pittsburgh, Pa.	Chicago, Ill.

[†] This is a correction of the Westinghouse-WBZ advertisement appearing in this space in the October 15 issue of BROADCASTING. The sponsors of the advertisement and the publishers regret the unintentional error.

T-79396

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[*] *A survey of 12,404 telephone interviews in Metropolitan Boston, tables computed and authenticated by Walter Mann & Staff, according to a recent advertisement in BROADCASTING*

WIL KSD KWK KMOX

KWK WIL KMOX KSD

KSD KMOX WIL KWK

The Radio Stations
of
St. Louis

WELCOME

THE DELEGATES AND VISITORS

TO

The Tenth Annual Convention
of the
National Association of Broadcasters

NOVEMBER 13 · 14 · 15 · 16, 1932

We appreciate this opportunity
to extend to you the hospitality of the City of St. Louis

●

KMOX · KSD · KWK · WIL

N. R. DARRAGH — THE POST-DISPATCH — THOMAS P. CONVEY — L. A. BENSON

KWK WIL KSD KMOX

BROADCASTING

The NEWS MAGAZINE *of* THE FIFTH ESTATE

VOL. 3, NO. 9 WASHINGTON, D. C. NOVEMBER 1, 1932 $3.00 PER YEAR—15c A COPY

NAB Faces Vital Problems at St. Louis

By PHILIP G. LOUCKS

Managing Director, National Association of Broadcasters

Copyright and North American Wave Allocation Head List; Program Includes Addresses by Lafount and Beck

FORMULATION of a constructive program looking toward a permanent solution of economic and regulatory problems confronting the broadcasting industry will occupy the attention of broadcasters from every state at the tenth annual convention of the National Association of Broadcasters in the Hotel Chase, St. Louis, Nov. 13, 14, 15 and 16.

Never before in broadcasting's brief history has the industry been called upon to meet more serious problems. The three-day business session will be devoted almost entirely to consideration of such vital questions as music copyright, international frequency allocation, standardization of business forms, rate maintenance, taxation and federal and state legislation.

The convention will be truly a broadcasters' meeting, and the officers and directors of the association have invited every station licensed in the United States, members and non-members, to attend the sessions in order that the important decisions reached will have the sanction of the whole industry.

The Copyright Issue

SINCE 1925 the broadcasters have struggled with the music copyright problem. Developments of the last six months have convinced every broadcaster that the industry cannot hope to go forward and gain necessary stability for the future unless definite steps are taken to secure freedom from the domination of organized copyright owners. That the new and increased royalties demanded by the American Society of Composers, Authors and Publishers, imposed at a time when broadcasters are fighting for their very existence, will force ruination upon many stations is no exaggeration of the facts. The time has arrived for action—action supported by an industry efficiently organized and determined to win for itself mastery of its own destinies.

A comprehensive plan for the solution of this perplexing problem will be laid before the convention at the closing session. It will be outlined in detail, and the co-operation of all broadcasters will be sought in order that the plan can be carried into execution. The success or failure of the plan, therefore, is dependent upon a representative attendance at the convention.

Of no lesser importance is the North American allocation problem which is now challenging radio officials of the United States, Canada, Mexico and Cuba both on this side of the Atlantic ocean and at the International Radiotelegraph Conference now in progress at Madrid, Spain. All North American countries are agreed that the broadcast band must be widened if a satisfactory solution can be reached. Canada has proposed widening of the broadcast band from 550 kc. downward to 470 kc., and this proposal has gained the support of both Mexico and the United States. This proposal is now being considered by the Madrid Conference and, if adopted, will go far toward adjusting difficulties between the United States and countries to the south. What effect this proposal, or any other proposal which may be adopted, will have upon the existing allocation structure in this country cannot now be foreseen. The NAB has had an official representative in attendance at the Madrid meeting, and a complete report will be submitted at the St. Louis meeting.

The copyright and the North American situation, in and of themselves, should require the attendance at the convention of every broacaster who has the most remote interest in the future of American broadcasting. But while these two issues quite properly claim the forefront, there are more than a score of other important questions demanding consideration and solution at this time. Space will not permit a discussion of these questions here and it must suffice simply to mention them.

Pending Legislation

CONGRESS will convene next December and within the next 12 months 45 state legislatures will meet in regular session. Pending before the Congress are four copyright bills, including the Sirovich bill to which the NAB has offered the Chindblom amendment, a bill imposing license fees upon broadcasting stations and modifying the present radio law with respect to political speeches, a bill setting aside 15 per cent of all broadcasting facilities for the exclusive use of educational institutions, a bill creating a communications commission, a bill prohibiting advertising programs on Sundays and others. If the past can be taken as a criterion, there will be attempts by state legisla-

Tentative Program of NAB Convention, Hotel Chase, St. Louis, Nov. 13, 14, 15, and 16

SUNDAY, NOVEMBER 13

10:00 A. M.

NAB Golf Tournament at Sunset Country Club
Autos will leave the Hotel for the Club promptly at 10:00 A. M.

1:00 P. M.

Registration desk opens.

7:30 P. M.

Meeting of Board of Directors.

MONDAY, NOVEMBER 14

9:00 A. M.

Call to order by President Shaw
Address of Welcome by Mayor of St. Louis
Response by President Shaw
Address by Strickland Gillilan, Humorist, Writer, Philosopher
Address by Hon. James M. Beck, member of Congress from Pennsylvania
Appointment of Committees
Announcements

12:30 P. M.

Luncheon served in Crystal Room

1:30 P. M.

Address by President Shaw
Address by Harold A. Lafount, member of Federal Radio Commission
Address by O. H. Caldwell, former Federal Radio Commissioner, Editor of ELECTRONICS on "Radio's Future Magic".
Adjournment
(See bulletin board for announcements of committee meetings)

8:30 P. M.

Smoker and entertainment to officers, directors, members and guests attending NAB convention by St. Louis stations

TUESDAY, NOVEMBER 15

9:00 A. M.

Report of Managing Director
Report of Treasurer
Report by Louis G. Caldwell, NAB Representative to the International Radiotelegraph Conference, Madrid, Spain
Closed Session (members only)
  a. Roll Call
  b. Minutes of last meeting
  c. Communications to the Association
  d. Election of Officers
  e. Unfinished Business
  f. New Business

12:30 P. M.

Luncheon served in Crystal Room

1:30 P. M.

Report by H. K. Carpenter, Chairman, Commercial Section
Report by Harry Howlett, Chairman, Committee on Merchandising
Report by Roy Harlow, Chairman, Committee on Standard Forms
Report by John Patt, Chairman, Committee on Station Promotion
Report by William S. Hedges, Chairman on World's Fair Exhibit
Report by John V. L. Hogan, Chairman, Engineering Section
Address by E. K. Cohan, Technical Director, Columbia Broadcasting System
Address by C. M. Jansky, Jr., Consulting Radio Engineer
Report by Edgar L. Bill, Chairman, Program Section
Report by Miss Judith Waller, Chairman, Educational Committee

6:45 P. M.

Annual banquet
Entertainment by courtesy of St. Louis stations
Presentation NAB golf trophy to winner of Golf Tournament

WEDNESDAY, NOVEMBER 16

9:00 A. M.

Report by Henry A. Bellows, Chairman, Legislative Committee
Report by Paul W. Morency, Chairman, Copyright Committee
Report by Oswald F. Schuette, Director, NAB Copyright Activities

12:30 P. M.

Luncheon served in Crystal Room

1:30 P. M.

Adoption of Resolutions
Installation of Officers
Appointment of Committees

REORGANIZATION MEETING of the BOARD OF DIRECTORS will be held immediately after the Wednesday Afternoon Session.

Our Headquarters

Throughout the N. A. B. convention in St. Louis BROADCASTING will maintain headquarters in the Hotel Chase. Visitors are cordially invited.

tures to pass legislation taxing or restricting in various ways the operation of broadcasting stations.

Interest in the liability of stations for libel and slander will center around the recent decision of the Nebraska Supreme Court, which held a station jointly liable with a speaker for alleged defamatory remarks uttered in the course of a political speech.

Departure from published rates is becoming more flagrant and, unless prevented, will lead inevitably to ruination of the industry or government rate regulation. Other unsound business practices must be corrected if the industry is to continue to demand the confidence of advertisers and the public.

Numerous Minor Topics

THE AMERICAN Association of Advertising Agencies has approved a standard form of order blank which will be brought before the St. Louis meeting by the NAB commercial section chairman. Copies of this form have been sent to all stations for study since the agencies are desirous of having it approved by the industry. The form has been the subject of numerous conferences between committees of the AAAA and the NAB.

Three year licenses for broadcast stations, double commissions, station representatives, telephone rates, turntable license fees, merchandising, station promotion, radio advertising research, insurance, taxation, rules and regulations of the Radio Commission, education, station coverage, frequency characteristics, advances in microphone pickup work and agency recognition and credit are a few of the additional subjects which will be discussed during the sessions of the convention.

Reorganization of the headquarters office of the NAB necessitated by the 300 per cent increase in membership during the last 22 months will be proposed. Establishment of research, credit and program services will be suggested as well as further expansion of information and other existing services.

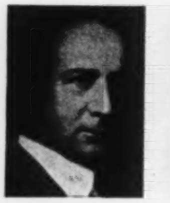
Golf Tilt Heads Program

THE CONVENTION will be opened Sunday, Nov. 13, with the NAB golf championship tournament. The NAB trophy was won at Detroit last year by John Shepard, III, head of the Yankee Network, and he will enter this year's tournament as defending champion. For those who do not desire to play golf, the local convention committees have arranged a varied program of entertainment ranging from trapshooting to sightseeing airplane flights over the city.

The registration desk will open at 1 p.m., Sunday, and the registration fee will be $10 for each person registering. This fee will include admission to all but the closed sessions of the convention, luncheons on Monday, Tuesday and Wednesday, smoker and get-together Monday night and the annual banquet on Tuesday night.

Arrangements are now being made for reduced railroad fares on all lines for the benefit of all attending the convention.

On NAB Convention Program


Mr. Lafount

Mr. Shaw

Mr. Morency

M. A. Howlett

Mr. Carpenter

Mr. Patt

Mr. Hedges

Mr. Bill

Networks Report Gains In September Revenues Though Below Last Year

A SLIGHT upturn in network revenues during September is reported by National Advertising Records, which shows that total time sales of NBC and CBS that month amounted to $2,490,341, which compares with the 1932 record low month of August, when time sales were $2,279,421. Compared with September, 1931, however, the latest figure is substantially lower; in that month the two major networks showed time revenues of $2,740,986.

For the first nine months of 1932, the networks are still ahead of the same period of last year, due chiefly to the $3,000,000 to $4,000,000 months enjoyed in the early part of this year. For the nine-month 1932 period, NBC and CBS combined time revenues amounted to $29,992,685, which compares with $25,435,774 for the same period last year.

The NBC September revenue from its several networks was $1,807,795, which compares with $1,951,826 in September, 1931. The CBS September revenue was $682,546, which compares with $789,160 in September, 1931.

Increases over August were shown in the clothing and dry goods, confectionery and soft drinks, financial and insurance, foods and food beverages, house furnishings and furnishings, jewelry and silverware, paints and hardware, stationery and publishers and miscellaneous classifications. Decreases from the previous month were shown in automotive, tobacco, drugs, oil, machinery, shoe, soap and sporting goods accounts.

Elections on Air

BOTH NBC and CBS have announced that complete election returns will be broadcast periodically Nov. 8 until final results are known. David Lawrence and William Hard will be at the microphone for NBC and Frederic William Wile and Edwin C. Hill will broadcast the reports for CBS.

Detective Series Disks Adopted by Iodent Co.

IODENT CHEMICAL Co., Detroit, (toothpaste and brushes) has taken over the "Adventures of Detectives Black and Blue," for the last 18 months a sensational success on the Pacific coast, for a transcription campaign east of the Rockies. Test campaign started Oct. 24 over WOR, WLW, KSTP, KMBC and CKOK. The campaign will be merchandised with street car cards, billboards, newspapers, window displays, envelope stuffers, etc. to both wholesale and retail trades.

The transcription is an Earnshaw-Morgan production, recorded by Freeman Lang, Los Angeles, with time placement through Scott Howe Bowen, Inc. Earnshaw-Morgan, Los Angeles, is also producer of "Chandu" and the new CBS program "Omar Khayyam" for the California Walnut Growers Association.

Tarzan Test Succeeds

THE MONTH'S test program, dramatizing "Tarzan of the Apes" on 15-minute transcriptions, five days a week, spotted on WBBM, Chicago, and CKOK, Detroit-Windsor, has proved so successful that the sponsor has also signed for a 13-week series over a midwestern CBS network. Sponsor is the Foulds Milling Co., New York, (macaroni products). Account was placed by Gothan Advertising Co., New York, and, with billboard tie-ins, proved highly successful in both test territories, increasing sales substantially.

KSO Joins Blue Net

KSO, Clarinda, Ia., one of the group of Iowa stations owned by the Des Moines Register & Tribune, will be added to the NBC-WJZ network Nov. 5. The station recently was granted authority by the Radio Commission to move into Des Moines, but faces a protest court appeal by WMT, Waterloo, Ia., denied the same authority, as reported elsewhere in this issue.

Whetstones Form New Network Plan

Few Stations Lined up so Far; Other Schemes Reported

PROPOSITIONS to broadcasting stations throughout the east and middle west to join a new network still are being made by a group headed by Walter Whetstone and Walter Whetstone, Jr., of New York, heretofore associated in the public utilities field but now engaged in broadcasting locally in New York and other communities.

First launched several months ago as a projected transcription chain bearing the name "Pan-American Broadcasting System", the Whetstone enterprise now is seeking to line up a regular network, with outlets in the population centers of the east and middle west. So far as can be learned no definite scheme has been worked out, and few stations definitely have been aligned. The new "live" network would be called the "Metropolitan Broadcasting System".

Efforts to purchase outright or to lease stations in a number of cities have been made by the group, with which Paul A. Green, former chief engineer of CBS, is associated. Among the cities in which stations have been approached are Washington, Chicago, Detroit, Baltimore, Boston, Cleveland, Philadelphia and Providence, R. I., in addition to New York.

Other Nets Proposed

BESIDES the Whetstone enterprise, however, at least four other groups have negotiated here and there with stations concerning new regional networks. All have as their basic idea the lining up of stations in the larger population centers of the east, and perhaps of the middle west, so that a substantial portion of the nation's population may be covered with a minimum of outlets, and therefore a minimum of wire charges and of costs to the advertiser.

All, however, are in the formative stage. Because so many such enterprises have come to naught, most stations are exercising extreme caution, and, while naturally in receptive moods on all business propositions, are not signing papers or commitments of any kind until they are absolutely certain of their ground.

S. E. Group Forms

GROUP promotion and advertising were considered by six NBC-affiliated Southeastern stations, meeting recently in Columbia, S. C., to form a sectional organization. G. O. Shepard, WWNC, Asheville, N. C., was elected president, and G. Richard Shafto, WIS, Columbia, was named secretary-treasurer of the temporary organization, the name of which is to be selected. Others attending were C. T. Lucy, WRVA, Richmond; H. K. Carpenter, WPTF, Raleigh; Walter Tyson, WFLA-WSUN, Clearwater, Fla., and Nathan Bauer, WIOD, Miami.

What Retailers Should Know About Radio

By L. A. HIRSCHMANN[*]
Director of Publicity, Lord & Taylor, New York

Success of National Advertisers is Cited as an Example; New Technique, Patient Understanding are Needed

ONE REASON for the unprofitable condition of retail business may be its failure to take advantage of "more advanced methods of distribution," of which radio is an outstanding example, suggests the writer, who directs the advertising of one of New York's leading department stores. Like Kenneth Collins, whose article we published in the preceding issue, he holds that retailers have usually gone on the air haphazardly and have failed to take radio seriously.

Mr. Hirschmann

WE HAVE heard so much here in the last few days of the difficult and unprofitable condition in which the retail business of America finds itself today. Is it not possible that one of the contributing causes is its failure to employ fully and intelligently more advanced methods of distribution? Radio is an immediate example.

In Professor Elder's interesting report, he discloses with conclusive evidence the proportionate increase of sales of specific nationally advertised articles in territories where effective radio programs have been consistently used by the manufacturer. His study leaves no doubt of good radio programs' efficiency and cumulative selling power. Reports from manufacturers, national agencies and radio stations attest to the increasing specific, provable results from radio advertising. The question naturally arises here as to radio's place in the retailer's scheme of advertising. How intelligently and intensively has the retailer employed radio since its ten years' King Midas development?

Calls Retailers Blind

IN MY OPINION, retailers have been blind to the inevitable power and growth of radio as an instrument for the expansion of their publicity, and grossly negligent in their dismissal of it if they have considered it seriously at all. With a few notable exceptions, retailers who have tried it have done so with a blunt cudgel instead of the sharp, sensitive instrument it requires.

A recent survey conducted by the National Retail Dry Goods Association disclosed that of the 1,600 major department stores in the United States belonging to that association, only 77 had experimented with radio. Of these, 35 used it for *less* than one year, 16 from 1 to 2 years, 19 from 2 to 3 years—and but 7 for three years or more. From these facts we can see, first:

That in the face of the provable and increasing results from radio advertising for national products, that the limited number of retailers active in working with radio (77 out of 1,600) indicates either a lack of interest, alertness or resourcefulness. To this conclusion must be appended this interesting fact culled from Dr. Elder's paper: "It is of interest to note that in most cases radio made heavier inroads on the popularity of local brands or brands not heavily advertised than it made at the expense of strongly nationally advertised articles."

In other words, it has been relatively easier for advertising of national products through radio to break down local sales resistence and to crash through local advertising. Add to this the fact that each city of any respectable size has developed a favorite local radio station which can be made an effective medium for the retailers' message and you have further evidence in the case of the retailers' gross negligence in failing to embrace radio.

The second thing we find: That in instances where merchants have had the courage and confidence to use radio and grow with it, the results have been impressive both from the point of view of profit to the store-owned station itself and in the direct sale of merchandise. The outstanding example of this is the Bamberger store in Newark with its powerful radio station, WOR, on which the first direct merchandise selling program (with price) was introduced some five years ago with immediate and profitable results. If one store can stay with radio and put it to work as an extra publicity arm, why have other stores failed?

Patience Required

THE ANSWER is that radio is a new and highly specialized instrument that requires a patient understanding of its use. Selling facts from radio's experience should by this time fairly cry out a warning to merchants that they can no longer dismiss radio as too modern or remotely profitable an instrument any more than the railroads can make light of aviation. Both are inevitable in our scheme of living and business operation.

It is obvious then, that retailers by and large have failed to take radio seriously enough. In such instances where they have played with it as an experimental evil, the results find them today in the embarrassing position of having failed to employ the most priceless and powerful instrument for subtle and direct propaganda that the age has given us. My advice to this conference and to retailers, then, is to study radio and radio results. Take a successful leaf out of the national advertiser's book. Study the results in your local territory, the fact that the average listener tunes in four hours a day—then plan to use radio carefully but intelligently as the voice of your store.

The Retailer's Advantage

ONE POINT which appeared in Dr. Elder's paper is particularly interesting to anyone in the retail field: "* * * one of the biggest jobs we have to do; to find out what makes people buy as they do; to know, not to guess, how a dollar spent here compares in productivity with a dollar spent there."

In this respect, the retailer is far advanced—not because he is any more intelligent, but by virtue of his fortuitous position. He is able to check directly on the results of his advertising right in his own store. He has the advantage of seeing the customers face to face—unlike the national advertiser, who with his large campaign must depend upon charts and statistics, frequently after it is too late to alter or eliminate a medium, a product or a plan. The one sees faces and the other sees statistics.

The greatest tribute that can be paid to the newspaper has been the consistent and specific results in item-selling and store-building that it has achieved for American merchants. No one, not even the radio enthusiasts, will deny this. It remains now for the merchant to study radio, to apply himself seriously to its peculiar but far-reaching possibilities for his business. The newspaper, in my opinion, will continue to remain his best medium, but it can and should be supplemented by intelligent use of radio. For with the imminent advent of radio's baby brother, television, neither retailers nor newspapers can any longer dare ignore or fail to harness for their own profit, this revolutionary advertising and democratizing force.

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[*] Discussion before Conference on Retail Distribution in Boston, Sept. 20.

Department Store Uses KQV Talent

Station Provides Advertising; Crowds Are Turned Away

THIRTY THOUSAND persons attended a radio show held by Boggs & Buhl, Pittsburgh department store, during the last week in September, and all advertising, save on the opening day, was done over KQV. Sales were satisfactory, according to Harry Lewis, buyer of the store's radio department.

The radio show was held in the store, and distributors of several makes of radio sets were invited to enter exhibits. Display advertising in the newspapers was limited to a 7-column advertisement in each of the three Pittsburgh afternoon papers on the opening day.

Programs were broadcast from the show three times daily over KQV: 15 minutes at 1 o'clock, 30 minutes at 4 o'clock, and 15 minutes at 8:45 p. m. Talent used was "Uncle Henry and his Radio Rascals," a feature which has been carried over KQV for more than three years.

Announcements that request numbers would be broadcast were made on the first day, but the seven Boggs & Buhl switchboard operators were so swamped with telephone calls that the invitation had to be discontinued.

Attendance became so great at night that admission had to be limited to adults.

High Power Transmitter Of KSL Goes on the Air

A 24-HOUR program dedicated the new 50,000-watt transmitter of KSL, link of CBS, at Salt Lake City on Oct. 22, an hour of the broadcast being carried over the network. The high power transmitter with its ten-acre copper network grounded to the shore-waters of Salt Lake has the strength of a 100,000-watt station, according to staff engineers, because of its ideal location. On the day of the dedication Utah officials opened a new mile highway, a link of U. S. 40, and named it in honor of KSL.

Copyright Issue Awaits NAB Meeting

Newspaper Stations Hold Back as Dill Raps Mills Deal; Advertiser Enters Fight; Broadcasters Threatened

Copyright Developments

1. Final adjustment of the copyright problem, probably through a new royalty contract for payment of fees only on programs employing music controlled by the American Society of Composers, Authors & Publishers, rather than on receipts from all sources, is expected to await the annual convention of NAB at St. Louis, beginning Nov. 14.

2. Newspaper-owned stations, which were accorded "special" contracts by ASCAP, substantially reducing their payments in recognition of the contribution of newspapers to music, were instructed by the special negotiating committee not to sign the contracts pending further negotiations.

3. In an unsolicited letter to BROADCASTING, Senator Dill, (D.) of Washington, radio leader of Congress and co-author of the Radio Act, assailed the proposed ASCAP-newspaper station deal and said he is convinced that Congress must at an early date pass legislation "to compel fair treatment" by copyright pools so there will be no unreasonable fees, no unjust requirements, and, above all, no discriminatory agreements.

4. Invasion of the program sponsor into the copyright situation was heralded with another unsolicited letter to BROADCASTING from the Los Angeles Soap Co., sponsor of "Chandu, the Magician", contending that it is inequitable to expect a sponsor to pay any such tax when the programs contain no music controlled by ASCAP.

5. Threats of infringement suits against several small stations were made by local ASCAP representatives, eliciting immediate protest from the NAB.

By SOL TAISHOFF

CONFUSED by negotiations on several fronts, but with definite progress made on the main issue of levying royalties only on programs using music controlled by the American Society of Composers, Authors & Publishers, the music copyright problem is slated for full consideration at the NAB convention to be held in St. Louis beginning Nov. 13.

Out of the conferences between E. C. Mills, general manager of ASCAP, and Oswald F. Schuette, copyright director of the NAB representing the rank and file of the industry, comes an assurance from the former, according to the NAB, that he is willing, subject to the approval of his board, to offer a new contract scaling down royalty payments to ASCAP music only, rather than on all station receipts as is demanded under the present contract. Mr. Mills has insisted, however, that he is unwilling to make such a proposal effective unless the broadcasting industry, with a reasonable degree of unanimity, is willing to accept it. For that reason, the whole proposition will be laid before the broadcasters assembled in convention.

Newspaper Deal Delayed

MEANWHILE, the separate negotiations conducted by Mr. Mills with 35 newspaper-owned stations, which were offered "special" licenses in recognition of the "substantial contributions" of newspapers to the promotion of music, reached an impasse, when the special committee fostering these favorable contracts notified all stations which have been offered them not to affix their signatures, pending further negotiations. The newspaper-station contracts presumably would have reduced the royalty percentage sharply and would have cut sustaining fees in half, but the report was current that certain of the stations found that the "minimum" clause of the proposed contract, which would have guaranteed a minimum return to the ASCAP of four times the sustaining license, would have wiped out most of the savings and in some cases would actually have penalized them. Certain stations, however, would have benefited.

Little could be learned officially concerning the newspaper-station troubles. It was reported that the group negotiating with Mr. Mills now is seeking a flat 33 1/3 per cent decrease from the regular rate scale. In his original letter to newspaper stations, Mr. Mills said a committee of three had worked out the new scale. He named them as H. Dean Fitzer, WDAF, KANSAS CITY STAR; Walter Damm, WTMJ, MILWAUKEE JOURNAL, and Lambdin Kay, WSB, ATLANTA JOURNAL.

Plans for the formation of a new association of newspaper-owned or controlled stations were considered at a meeting in Chicago Oct. 19 called by the special newspaper committee. Although detailed information was not available, it was reported that a score of stations were represented, of the more than 65 invited, and that a temporary organization was set up with the same committee to function.

It was reported further that the group decided to reject the ASCAP proposal as offered, but instructed the committee to endeavor to procure a flat 33 1/3 per cent reduction under the rates given all other stations. Mr. Damm and Mr. Fitzer held another conference with Mr. Mills in New York, following the meeting, with future organization details to await the outcome of the copyright negotiations.

From the meeting came word that Mr. Damm, in an address, reiterated his previous statement

(*Continued on page 36*)

An Unsolicited Letter from Senator Dill

To the Editor of BROADCASTING:

Senator Dill

I HAVE just read the article by Sol Taishoff concerning the proposal of the American Society of Authors and Composers to discriminate in their royalty charges in favor of newspaper-owned stations, as printed in your October 15th issue of BROADCASTING.

This latest attempt of the American Society to curry favor with the great newspapers of this country is a new illustration of their attempt to use every possible influence of public opinion to keep down opposition to their tyrannical and arbitrary use of the power which they exert by control of ninety per cent of the copyrights on the most popular music. I sincerely hope that radio stations owned by newspapers will not be induced by this mess of pottage to endanger their birthright to run radio stations.

There is already a growing sentiment in the country that newspapers should not be permitted to own radio stations. I have never believed that Congress should legislate to that extent, but if the newspaper-owned stations are to be special favorites of this monopolistic music organization, then there will be new reason for legislation that will prohibit the newspapers from owning and operating radio broadcasting stations.

I am more and more convinced that Congress must at an early date pass legislation to compel fair treatment by any organization controlling any considerable amount of copyrighted music, to the extent of compelling them to charge no unreasonable fees, make no unjust requirements and above all, make no discriminatory agreements.

Sincerely yours,
C. C. DILL,
Spokane, Wash.

Oct. 20, 1932.

NBC Local Station Sales Put in Thomas' Hands

Mr. Thomas

LLOYD C. THOMAS, formerly commercial director of the Westinghouse stations, has been appointed commercial manager of local station sales for NBC, with headquarters in New York, according to Roy C. Witmer, NBC vice president in charge of sales, to whom Mr. Thomas will report. He assumed the post Oct. 10, coming to New York from Pittsburgh.

Mr. Thomas will handle all matters concerning sales, sales promotion and the coordination of local station sales departments for the several stations owned and managed by NBC. He will cooperate with local station managers, who continue the direction of all their local and spot accounts.

Mr. Witmer on Sept. 17, last, named the following as special representatives of the 17 NBC owned or controlled stations to arrange spot and transcription accounts with agencies and advertisers: J. V. McConnell, New York; William S. Hedges, Chicago, and Lindsey Spight, San Francisco.

New Station Urged

A NEW 100-watt station in East. St. Louis, Ill., to operate full-time on 1500 kc. was recommended to the Radio Commission Oct. 25 by Chief Examiner Yost, over the objections of KSD, WIL and KWK, St. Louis. The proposed station would be owned by Maurice L. Barrett and Nelson R. Darragh, the latter president of KMOX, and would be established with a capital of $25,000. Yost recommended denial of the renewal of license of WKBS, Galesburg, Ill., by default, for failure to appear at the hearing Sept. 27. This would meet the quota situation, Yost stated.

"Bad Time" Stories

DURING his recent vacation, Perry Charles, program director of WHN and WPAP, New York, wrote and produced a series of 13 electrical transcriptions for N. W. Ayer & Son, New York. Mr. Charles also took part in each program. The series, sponsored by Kresge Stores, is based on the program director's "bad-time" story program heard in the past over WHN and WPAP. Mr. Charles will soon start work on a series of movie shorts.

Gets Curwood Rights

JOSEPH H. NEEBE, vice president and general manager of CKOK, Windsor-Detroit, has secured the radio and newspaper strip rights to all the James Oliver Curwood stories, except "River's End" and "God's Country and the Woman."

The Local Station and National Advertising

By S. H. BLISS

General Manager, WCLO

Janesville, Wis.

100-Watters Are in Strategic Positions Because of Hold On Audiences; Seen as Supplementary to Chains

Mr. Bliss

DO NATIONAL advertisers depend solely on magazines or national newspapers to reach readers of the printed page? Of course not! Then why should they confine their radio advertising to chains or so-called national stations? Thus the case of the 100-watt or local station is presented by this successful manager. The local station, if it is worthy of its license, has a hold on its audiences that networks cannot hope to attain, Mr. Bliss contends, chiefly because it presents local news, local talent, caters to local tastes.

WHAT WOULD any city or town be without a publicity outlet today? Just suppose there were but two national newspapers to provide our communities with education, entertainment, news and emergency relief. Now suppose some great catastrophe, for instance a cyclone, struck a certain concentrated area. Hundreds of people were left homeless, farm produce and stock were left unsheltered, conjested traffic threatened every human being on the highways of the devastated area. Could and would these two national publicity mediums offer the immediate assistance necessary? This may seem like a far cry to carry a point, but let's get down to cases:

On the evening of Tuesday, Sept. 22, 1931, at 7:30 o'clock, just such a cyclone unmercifully struck a strip of land a mile wide and 20 miles long just north of Janesville, Wis. Houses and barns were flattened to the ground, others were lifted from their foundations and carried hundred of yards, trees were uprooted and tossed into the air like tooth picks, people and livestock were killed and injured.

Ultra-Modern Reporting

AN INCOHERENT report was phoned to the WCLO studios; staff members speeded the word on to the staff reporters of the Janesville Wisconsin Gazette, with which WCLO is affiliated. Within a half hour all the departments of both organizations were a bee hive of activity. Authentic reports were now pouring in—they were flashed through the ether momentarily. Like a bullet, they pierced the homes of thousands of people throughout southern Wisconsin and northern Illinois. Thousands, tense with excitement, appalled by the horror of it all, strained their ears to catch every word as the professionally distinct, authentic and unerring voice of the WCLO announcer unfolded the story of the tragedy. A call for help went out. Doctors, nurses and the Red Cross responded; people offered their homes and the American Legion sent a hundred men to patrol the highways rapidly filling with traffic. Another call went out for tarpaulins to cover the unsheltered produce. These were brought from miles around.

Value of a Local

WCLO chartered an airplane. Aerial photographs were taken of the entire course of the cyclone and appeared along with the only complete and authentic stories in a Janesville Gazette extra the next morning. A 15-minute broadcast by the aerial photographer told the detailed story of the tragedy to a waiting audience that knew it would hear everything from its local station. Just so, this audience, which is typical of all audiences in all communities throughout the United States, tunes regularly to its local station for local news. And thereby hangs the tale of the value of a local station. Managers of 100-watt stations all over the country could recite stories equally interesting.

Heretofore looked upon as a babe in swaddling clothes without strength to move the "on the fence" buying habits of even the radio audience in its own territory, the 100-watt station is gradually emerging into the strategic position of a necessary adjunct to any national advertising program in which the manufacturer requires close contact between his retail outlets and the consumer. The missing link in the average national campaign is the "where to get it." The chains no more than the national newspapers, did they exist, nor the magazines can identify the local retail outlet where the product must be purchased. This is where the local station plays a most important part.

Those that are capable of building good programs, and you will find many are, participate as local representatives for what might be described as the "National Entertainment Committee" and introduce their guests to the local dealers merchandising the product these guests have become curious about. If the "National Entertainment Commitee" (chain advertiser) fails to appoint "Local Entertainment committees" (local stations), he may find his prospective customers going into the wrong stores for his product. It is said that 80 per cent of a sale is made when the customer walks into the store voluntarily. Competition is keen and today the wrong store is usually the right store before the customer leaves.

Now if we can reconcile ourselves to the fact that a local audience wants local news and that the local station and newspaper are the only mediums able to disseminate this information, doesn't it stand to reason that these mediums must have that audience at least part of the time? If that point is not proved, take the question of entertainment.

Reaching the Audience

IT IS SAID that the average intelligence of our radio audience represents the mental development of a fourteen-and-a-half-year-old. What portion of the fourteen-and-a-half-year-olds in this country can appreciate and evaluate musical technique, shading, and harmony? What portion of them can appreciate sophisticated wit? And it is not inappropos to reflect here on the fact that these people not only represent 90 per cent of today's radio audience but 90 per cent of the purchasing power of these United States.

Here again lies the power of the local station. Catering as only it can to the particular likes and dislikes of the concentrated audience, it serves by building good original programs with the best local talent available. No one man nor any group of men has a mortgage on the brains in this country. Any man, thoroughly familiar with his business, can build a radio program that will hold an audience against the toughest kind of competition. Any man, thoroughly familiar with his business, can develop local amateur talent to a point where it is in actual demand by all types of audiences.

The Value of Surveys

AUTHORITY for the first statement is a survey conducted for WCLO by 60 women during five months in 60 cities and towns in southern Wisconsin and northern Illinois. More than 6,000 telephone contacts were made in as many radio-equipped homes, and the people interviewed did not know for whom the survey was made. Of the 65 most popular programs on the air WCLO produced 13, and the rest were chain. Authority for the above statement about talent is based on the fact that WCLO has provided the initial radio training for one harmony team now heard weekly over a network, another team which has signed a contract with an internationally known orchestra, a soloist who last winter drew more fan mail than any other vocalist on a large southern station, and others.

One of the chief weaknesses of the good 100-watt station is that it has not taken the pains nor made the effort to assemble authentic information about its market and audience and present this to the national advertiser and agency. This information may be likened to the merchandise on the dealer's shelf. No matter how good it is, it will not be in demand unless it is advertised. The writer suggests complete and authentic surveys, advisedly, after four months contact with many of the largest agencies in the city of Chicago. When this information has been compiled, make sure that it gets into the hands of the radio department executives of recognized agencies. One of the most direct and least expensive methods used to reach those who control and direct the appropriations for national spot advertising is the nationally recognized radio publication.

Newspaper Buys WHBF

WHBF, Rock Island, Ill., has been purchased by the Rock Island Argus, daily newspaper, which will operate it under a subsidiary corporation.

Broadcasters Run For Political Jobs

Brinkley and Shuler Among Long List of Candidates

MORE THAN ordinary interest attaches to the forthcoming national elections from the broadcasters' point of view, inasmuch as practical broadcasters are among those seeking election to Congress. In the state campaigns, at least one practical broadcaster is seeking a gubernatorial post.

Seeking election to the Senate is Henry Field, owner of KFNF, Shenandoah, Ia., who won the Republican nomination from Senator Brookhart. In the Iowa race, Field is opposed not only by the Democratic candidate but by Senator Brookhart, running as an independent.

Shuler is Independent

ALSO SEEKING election to the Senate is the Rev. Robert P. Shuler, former operator of KGEF, Los Angeles, who is running as an independent dry in opposition to William G. McAdoo, Democratic nominee, and Tallant Tubbs, Republican candidate. Shuler, whose station was ruled off the air by the Radio Commission, ran in both Republican and Democratic primaries and though defeated for nomination, polled such a large vote that he is giving the regular party leaders plenty of cause for worry.

Seeking election to the House is Dr. Frank Elliott, former manager of WHO-WOC, Des Moines-Davenport, and a former president of the NAB. As Republican nominee in the Davenport district, he is given an excellent chance to win. Seeking reelection is H. I. Shott, publisher of various West Virginia newspapers, one of which, the BLUEFIELD TELEGRAPH, operates WHIS.

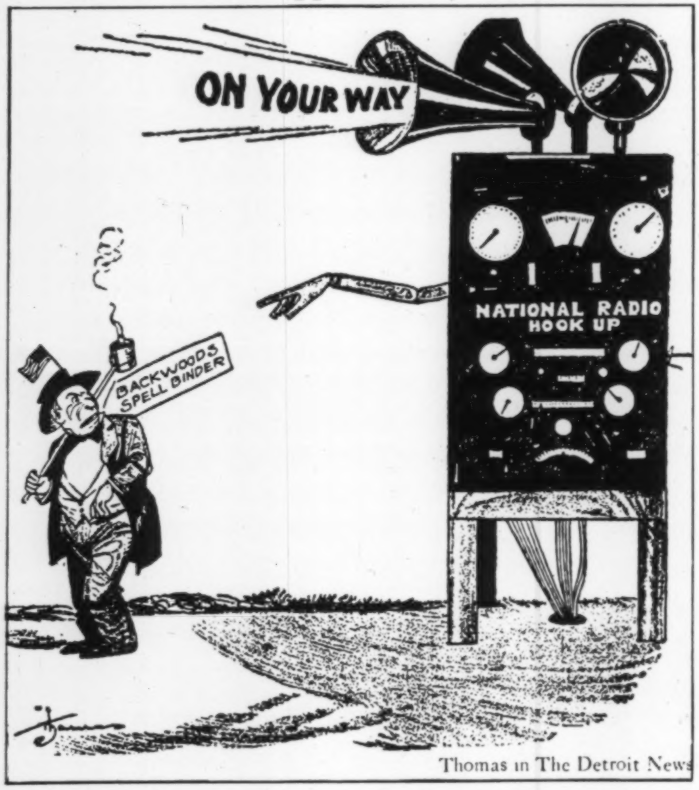
In Kansas, Dr. John R. Brinkley, who built XER in Mexico after the Commission deprived him of his license for KFKB, Milford (now KFBI, Abilene), is reported making a strong independent race for the governorship.

Radio Incumbents

REP. RALPH A. HORR, Seattle, will return to Congress next December as a lame duck, having been defeated in the Republican primaries. He formerly was receiver for the Northwest Broadcasting Co., and introduced various radio bills at the last session. Also eliminated in the primaries was Rep. Ewin Davis, of Tennessee, Democratic chairman of the House committee in charge of radio, whose place may be taken by Rep. Lehlbach of New Jersey, Republican, or Rep. Bland of Virginia, Democrat, providing they are reelected and depending upon which party gets control of the House.

Senators Couzens of Michigan, Capper of Kansas and Cohen of Georgia, other members closely identified with radio, are not up for reelection. Senator Couzens, however, may lose the chairmanship of the Senate committee in charge of radio if the Democrats gain control of the upper house.

Another Man Supplanted by the Machine



Thomas in The Detroit News

RADIO LOSES ON CAMPAIGN

Conflicts With Popular Commercial Periods Kill Profits And Bring Protests From Listeners

FAR FROM BEING a source of profitable revenues for radio, as a whole, the current presidential campaign, although the candidates' speeches and those of their spokesmen are being paid for, is often causing networks and stations a dead loss. More than that, the constant setting aside of highly popular commercial features has led to a veritable storm of protest from many thousands of radio listeners who apparently like their musical and variety programs better than they do the outpourings of the politicians.

The losses to networks and most stations are occasioned by the fact that contracted sponsors must relinquish their time in favor of political addresses which are often scheduled almost at the eleventh hour and which, especially in the case of the presidential candidates, have almost invariably run beyond schedule. Rebates must be given the sponsors, and the contracted artists must be paid by the broadcasters. Some stations, however, definitely are profiting from the campaign, particularly through the use of their facilities for local political broadcasts.

Only One Protest

THE PARTIES, of course, are paying for the political time they use, and there have been few if any recriminations on the score of favoritism toward one party or another. Only one outburst against radio has been heard during this campaign, and it came from the radio-baiting National Committee on Education by Radio, the group seeking 15 per cent of the wave lengths for educational purposes.

In a letter addressed to members of Congress and rushed into the public prints, Joy Elmer Morgan, of the National Education Association, chairman of the committee, charged that candidates were not being given a full and impartial public hearing. Inquiry developed that this complaint was based on the fact that the Coolidge speech for Hoover and one by a Senator were not heard over Washington stations.

Fault Laid to Parties

THE FACTS are that the Republicans and Democrats, through their radio departments, are booking the stations they want and paying for them less agency discounts though the handling is direct. They usually select the outlets where the electorates mean most to them. Indeed, Washington has been included on most of the hookups in spite of the fact that the District of Columbia vote is negligible, the regular residents there having no franchise.

If there have been omissions, and if some of the radio bookings have been ill-advised, the fault may be attributed directly to the radio managers of the major parties, few of whom are experienced radio men. Orrin Dunlap, Jr.,

(*Continued on page 33*)

Use of A. A. A. A. Rate Cards Urged

Few Stations Adopt Standard Forms, NAB Group Told

TO AVOID having their rate cards consigned at once to the copious waste-baskets of agency executives, radio stations are urged to prepare them in conformity with the standard rate card form prescribed by the American Association of Advertising Agencies, which last year drew up the form along the lines of the standards prescribed for publications.

That few stations, however, are adhering to the standard form, was pointed out at a joint meeting of the NAB commercial section and officials of the A.A.A.A. in New York Oct. 17. According to A.A.A.A. officials, the prescribed standard rate card furnishes the logical order of exact information that agencies and advertisers want. Their instructions to stations for preparing the rate card are here repeated for the convenience of station executives:

"The card should be exactly 6 x 3½ inches in size.

"Bristol board, weight 140 lbs. is recommended for stock.

"A single card, like the sample (obtainable from the A.A.A.A., 420 Lexington Ave., New York) or a double card can be used. In printing a double card (four pages) allow a strip of blank space, one-quarter inch deep, in the exact location where the fold occurs.

"The double form should be printed on a card 6 x 7 inches, and folded across through the middle. The first page should be printed on the lower half of the card, so that the fold appears immediately above the name of the station.

"The numbers and letters should always be used to indicate the divisions and sections as illustrated on the sample card. If there is no information to be given under a certain heading, the numbers and letters should not be omitted, but should be inserted and left blank, in order that the arrangement scheme will be preserved.

"Promotional and general advertising matter should not be printed on the rate card, but when sent to an agency should be separate.

"It is desirable that rate cards prepared under the Standard Rate Card system be serially numbered, the first card issued being Card No. 1, the second card (at some later date) No. 2, etc. This will be an aid to the agency in determining whether it has received all the rate cards as issued.

"The type on the back should be placed so as to 'tumble,' that is, so that when the card is turned bottom over top, the reading will be continuous.

"Print in one line across the bottom of the card, in italics, 'Prepared in conformity with Standard Rate Card of American Association of Advertising Agencies,' and have a heavy full length rule immediately above this line of type."

Haven for Ideas

WILLING to "try anything once," WINS, New York, has opened a program laboratory at which any idea, no matter how fantastic, will be given a trial, providing it is an original idea. Suggestions must first be submitted to Program Director John McCormick in writing.

ANALYSING THE RADIO AUDIENCE—ITS SIZE AND MAKEUP

U. S. Census Bureau Breakdown Based on 1930 Count Shows Distribution of Receivers Among City and Farm Homes and by Color and Nativity of Families

DIVISION AND STATE	ALL FAMILIES			URBAN FAMILIES			RURAL-FARM FAMILIES			RURAL-NONFARM FAMILIES			TOTAL FARM FAMILIES		
	Total number	Having radio set		Total number	Having radio set		Total number	Having radio set		Total number	Having radio set		Total number	Having radio set	
		Number	Per cent		Number	Per cent		Number	Per cent		Number	Per cent		Number	Per cent
United States	29, 904, 663	12, 048, 762	40. 3	17, 372, 524	8, 682, 176	50. 0	6, 604, 637	1, 371, 073	20. 8	5, 927, 502	1, 995, 513	33. 7	6, 668, 681	1, 399, 495	21. 0
New England:															
Maine	197, 826	77, 618	39. 2	78, 328	32, 773	41. 8	37, 990	13, 553	35. 7	81, 508	31, 292	38. 4	40, 186	14, 424	35. 9
New Hampshire	119, 337	53, 022	44. 4	67, 461	30, 312	44. 9	13, 931	6, 448	46. 3	37, 945	16, 262	42. 9	15, 785	7, 344	46. 5
Vermont	89, 188	39, 783	44. 6	29, 848	14, 600	48. 9	25, 217	10, 573	41. 9	34, 123	14, 610	42. 8	25, 413	10, 689	42. 1
Massachusetts	1, 021, 160	588, 552	57. 6	917, 902	529, 548	57. 7	18, 552	10, 365	55. 9	84, 706	48, 639	57. 4	27, 982	15, 557	55. 6
Rhode Island	165, 343	94, 480	57. 1	151, 888	86, 914	57. 2	2, 449	1, 363	55. 7	11, 006	6, 203	56. 4	3, 812	2, 158	56. 6
Connecticut	388, 645	212, 779	54. 7	272, 671	145, 182	53. 2	18, 139	9, 510	52. 4	97, 835	58, 087	59. 4	19, 434	10, 200	52. 5
Middle Atlantic:															
New York	3, 153, 124	1, 825, 723	57. 9	2, 623, 767	1, 535, 263	58. 5	173, 430	84, 344	48. 6	355, 927	206, 116	57. 9	176, 440	85, 914	48. 7
New Jersey	985, 636	624, 865	63. 4	811, 558	515, 679	63. 5	27, 536	15, 576	56. 6	146, 542	93, 610	63. 9	29, 549	16, 777	56. 8
Pennsylvania	2, 235, 620	1, 075, 127	48. 1	1, 537, 258	803, 698	52. 3	184, 151	61, 855	33. 6	514, 211	209, 574	40. 8	186, 146	62, 856	33. 8
East North Central:															
Ohio	1, 697, 918	809, 142	47. 7	1, 160, 463	600, 091	51. 7	239, 759	85, 033	35. 5	297, 696	124, 018	41. 7	241, 796	86, 011	35. 6
Indiana	843, 066	351, 090	41. 6	471, 326	223, 399	47. 4	198, 419	64, 252	32. 4	173, 321	63, 439	36. 6	199, 329	64, 628	32. 4
Illinois	1, 929, 396	1, 072, 995	55. 6	1, 427, 708	864, 538	60. 6	234, 235	95, 362	40. 7	267, 453	113, 095	42. 3	235, 974	96, 250	40. 8
Michigan	1, 180, 554	597, 629	50. 6	800, 241	442, 979	55. 4	183, 018	63, 992	35. 0	197, 295	90, 658	46. 0	184, 537	64, 662	35. 0
Wisconsin	711, 889	363, 265	51. 0	390, 678	230, 543	59. 0	188, 125	72, 112	38. 3	133, 086	60, 610	45. 5	189, 875	72, 826	38. 4
West North Central:															
Minnesota	606, 496	286, 886	47. 3	307, 734	168, 779	54. 8	189, 115	73, 563	38. 9	109, 647	44, 544	40. 6	190, 667	74, 231	38. 9
Iowa	635, 704	308, 448	48. 5	262, 354	131, 050	50. 0	221, 078	112, 657	51. 0	152, 272	64, 741	42. 5	224, 097	114, 006	50. 9
Missouri	939, 476	351, 298	37. 4	492, 034	231, 030	47. 0	267, 958	62, 432	23. 3	179, 484	57, 836	32. 2	269, 213	62, 863	23. 4
North Dakota	145, 005	59, 246	40. 9	25, 929	12, 076	46. 6	77, 647	30, 663	39. 5	41, 429	16, 507	39. 8	77, 724	30, 692	39. 5
South Dakota	161, 013	71, 245	44. 2	32, 752	15, 797	48. 2	83, 463	37, 141	44. 5	44, 798	18, 307	40. 9	83, 628	37, 218	44. 5
Nebraska	342, 999	164, 159	47. 9	125, 803	63, 003	50. 1	131, 780	64, 993	49. 3	85, 416	36, 163	42. 3	132, 381	65, 273	49. 3
Kansas	487, 188	189, 398	38. 9	198, 703	81, 626	41. 1	167, 094	64, 346	38. 5	121, 391	43, 426	35. 8	167, 693	64, 572	38. 5
South Atlantic:															
Delaware	59, 092	27, 114	45. 9	29, 996	15, 801	52. 7	10, 723	3, 068	28. 6	18, 373	8, 245	44. 9	10, 779	3, 098	28. 7
Maryland	385, 179	165, 149	42. 9	236, 096	113, 153	47. 9	50, 024	12, 308	24. 6	99, 059	39, 688	40. 1	50, 258	12, 421	24. 7
District of Columbia	125, 554	67, 640	53. 9	125, 554	67, 640	53. 9							62	35	56. 5
Virginia	529, 089	96, 307	18. 2	187, 241	54, 948	29. 3	188, 750	13, 279	7. 0	153, 098	28, 080	18. 3	189, 119	13, 376	7. 1
West Virginia	373, 941	87, 042	23. 3	116, 776	45, 358	38. 8	88, 142	8, 996	10. 2	169, 023	32, 688	19. 3	88, 461	9, 075	10. 3
North Carolina	644, 033	72, 059	11. 2	180, 444	41, 326	22. 9	298, 922	9, 217	3. 1	164, 667	21, 516	13. 1	299, 381	9, 297	3. 1
South Carolina	365, 680	27, 889	7. 6	88, 624	15, 163	17. 1	174, 334	3, 320	1. 9	102, 722	9, 406	9. 2	174, 800	3, 371	1. 9
Georgia	652, 793	64, 543	9. 9	224, 104	41, 972	18. 7	285, 898	5, 531	1. 9	142, 791	17, 040	11. 9	286, 849	5, 637	2. 0
Florida	376, 499	58, 128	15. 4	202, 248	42, 239	20. 9	59, 965	3, 433	5. 7	114, 286	12, 456	10. 9	60, 867	3, 644	6. 0
East South Central:															
Kentucky	609, 405	111, 217	18. 3	207, 470	68, 292	32. 9	251, 895	16, 862	6. 7	150, 040	26, 063	17. 4	252, 348	16, 992	6. 7
Tennessee	600, 625	85, 962	14. 3	225, 234	56, 062	24. 9	258, 554	12, 401	4. 8	116, 837	17, 499	15. 0	259, 060	12, 538	4. 8
Alabama	591, 625	56, 235	9. 5	182, 635	37, 672	20. 6	273, 773	4, 363	1. 6	135, 217	14, 200	10. 5	274, 479	4, 453	1. 6
Mississippi	471, 704	25, 357	5. 4	87, 231	13, 523	15. 5	304, 490	3, 811	1. 3	79, 983	8, 023	10. 0	304, 917	3, 859	1. 3
West South Central:															
Arkansas	438, 639	40, 096	9. 1	99, 171	23, 589	23. 8	247, 673	5, 912	2. 4	91, 795	10, 595	11. 5	248, 121	6, 001	2. 4
Louisiana	485, 363	54, 135	11. 2	204, 438	41, 863	20. 5	175, 681	2, 877	1. 6	105, 244	9, 395	8. 9	176, 463	2, 973	1. 7
Oklahoma	564, 164	121, 702	21. 6	212, 625	70, 796	33. 3	215, 866	23, 482	10. 9	135, 673	27, 424	20. 2	216, 492	23, 611	10. 9
Texas	1, 380, 096	256, 804	18. 6	601, 495	168, 580	28. 0	505, 291	38, 925	7. 7	273, 310	49, 299	18. 0	507, 426	39, 347	7. 8
Mountain:															
Montana	136, 210	43, 442	31. 9	46, 880	15, 737	33. 6	49, 029	16, 081	32. 8	40, 301	11, 624	28. 8	49, 152	16, 109	32. 8
Idaho	108, 044	32, 772	30. 3	33, 105	12, 414	37. 5	41, 890	10, 893	26. 0	33, 049	9, 465	28. 6	42, 353	11, 023	26. 0
Wyoming	56, 887	19, 372	34. 1	18, 673	7, 695	41. 2	17, 092	4, 952	29. 0	21, 122	6, 725	31. 8	17, 140	4, 967	29. 0
Colorado	267, 324	100, 959	37. 8	141, 338	63, 388	44. 8	64, 802	19, 020	29. 4	61, 184	18, 551	30. 3	65, 175	19, 188	29. 4
New Mexico	98, 546	11, 348	11. 5	26, 331	6, 175	23. 5	34, 280	2, 177	6. 4	37, 935	2, 996	7. 9	34, 425	2, 203	6. 4
Arizona	105, 992	19, 167	18. 1	38, 024	8, 923	23. 5	20, 967	2, 345	11. 2	47, 001	7, 899	16. 8	21, 001	2, 352	11. 2
Utah	115, 936	47, 632	41. 1	63, 985	31, 581	49. 4	21, 191	6, 491	30. 6	30, 760	9, 560	31. 1	23, 010	7, 321	31. 8
Nevada	25, 469	7, 795	30. 6	9, 693	3, 754	38. 7	3, 678	972	26. 4	12, 098	3, 069	25. 4	3, 711	978	26. 4
Pacific:															
Washington	423, 833	179, 493	42. 3	244, 980	114, 809	46. 9	76, 402	26, 331	34. 5	102, 451	38, 353	37. 4	77, 600	26, 822	34. 6
Oregon	266, 328	115, 948	43. 5	139, 538	71, 680	51. 4	57, 239	19, 294	33. 7	69, 551	24, 974	35. 9	57, 754	19, 488	33. 7
California	1, 610, 030	836, 705	52. 0	1, 212, 189	669, 163	55. 2	145, 000	54, 599	37. 7	252, 841	112, 943	44. 7	155, 877	60, 165	38. 6

Valuable Index to Audience

KNOWING the size of the radio audience, more or less, from the count of families having radios taken along with the decennial census of population in 1930, what is the specific makeup and character of that audience? Is it composed chiefly of city or rural dwellers; are they native whites, foreign born or Negroes?

The U. S. Census Bureau answers these questions in a new version of its 1930 radio census just compiled. It not only shows how many homes in the United States had radios when the census was taken two and one-half years ago, but also indicates whether the homes contained urban, rural-farm or rural-nonfarm families. It also shows whether the families are native whites, foreign born or Negroes.

The new tabulation, released Oct. 17, should prove valuable to stations, agencies and advertisers in determining the size and quality of sectional audience groups.

The general conclusion to be drawn from these figures, which apply as of April 1, 1930, is that fully 50 per cent of the urban homes and 21 per cent of all farm families had one or more radios on that date; that more than 50 per cent of the native white urban families and slightly under 50 per cent of the foreign-born white families living in

(*Continued on page 32*)

Color and Nativity of Families Having Radios

COLOR AND NATIVITY	Total	Urban	Rural-farm	Rural-nonfarm	Total farm
All families	29, 904, 663	17, 372, 524	6, 604, 637	5, 927, 502	[1] 6, 668, 681
Having radio set:					
Number	12, 048, 762	8, 682, 176	1, 371, 073	1, 995, 513	1, 399, 495
Per cent	40. 3	50. 0	20. 8	33. 7	21. 0
Native white	20, 968, 803	11, 322, 555	5, 006, 748	4, 639, 500	5, 050, 808
Having radio set:					
Number	9, 315, 223	6, 377, 973	1, 202, 455	1, 734, 795	1, 224, 239
Per cent	44. 4	56. 3	24. 0	37. 4	24. 2
Foreign-born white	5, 736, 491	4, 535, 603	510, 889	689, 999	526, 868
Having radio set:					
Number	2, 500, 540	2, 094, 742	163, 316	242, 482	169, 743
Per cent	43. 6	46. 2	32. 0	35. 1	32. 2
Negro	2, 803, 756	1, 328, 170	978, 653	496, 933	981, 038
Having radio set:					
Number	209, 779	191, 790	3, 327	14, 662	3, 407
Per cent	7. 5	14. 4	0. 3	3. 0	0. 3

[1] Includes 64, 044 urban-farm families.

Radio Circus Wins Plaudits As of Old

Gilmore Oil Co. Attributes Increased Sales to Feature; Variety in Programs Necessary on Air, However

By CHET CRANK
Vice President and Los Angeles Manager, Botsford, Constantine and Gardner Advertising Agency

DESPITE the preference of the younger generation for a more modern form of entertainment, the old-time circus still has a horde of followers, as is clearly illustrated by the popularity of the Gilmore Air Circus on the Pacific Coast. Although frequent changes in presentation have been necessary to meet changing public taste, the central circus theme has stood the test of time. Last spring, when the feature went off the air temporarily more than 10,000 written protests were received by the sponsor. Constant experimentation has enabled the program director to achieve a remarkable reproduction of the old circus atmosphere.

Mr. Crank

THE GILMORE Circus has been on the air out on the Pacific Coast for some four or five years. The program, like many other commercials, has had its "ups and downs", especially its "Down, Gilmore, Downs."

By this I don't mean that we were necessarily taking this time to feel our way to get a line-up on what the public wishes. It means, rather, that the public's taste isn't always a fixed item. It changes with the weather, and we are constantly in contact with the firing line to gauge popular appreciation.

Circus Still Popular

THOUGH, through various ramifications of the circus program it has sometimes gone into winter quarters, curtailed activities, or been thoroughly renovated and dry cleaned, the fact stands out that the central circus theme has well withstood the acid test of time and has become synonymous with Gilmore.

The smell of animal actors, the glitter of spangles, the hoarse raucous calls of the huckster and circus spieler are all as near and dear to the hearts of this generation as they were a decade ago. It is an acknowledged fact that such men as Henry Ford, the late Thomas Edison, and others equally prominent, never outgrew their circus pleasures.

So the Gilmore Oil Company's Greater Gilmore Circus has embarked on its winter tour via the NBC Orange Network on the Pacific Coast, for an hour each Friday night, at 8:30 o'clock, PST.

Fan Mail Heavy

LAST SPRING, when the circus went into temporary quarters, more than 10,000 written protests were received. Now, with the acts on the air again, the fan mail continues to hit the peak number with applause cards.

An ever entertaining feature is the contest for the Longest Song in the World. Prizes are offered each week for the three best verses submitted with additional monthly prizes and a grand cash prize. These verses are sung and the names of the winners announced on the program. The verses are published and distributed free at Independent Service Stations. Some 250,000 copies of the song are distributed monthly.

Though the circus theme has remained unchanged, the public has made its desires felt from time to time in voicing a plea for changing acts. Though the old time circus repeated performances day after day in new towns, the air circus must of necessity give a brand new performance each week.

Range of Entertainment

A CAST of fifty persons contributes talent to the Gilmore Circus, not including a vast array of music arrangers, continuity writers and others.

There is a 16-piece military band; the Gilmore Clowns, known as Slip and Slide (Ken Gillum and Duke Atteberry); male quartet; a negro sextet; a dozen vocal and instrumental soloists; gag men; girls' trio, and others.

So realistic has the Gilmore Circus become that people often say they can almost scent the sawdust in the arena and visualize the animals going through their paces as well as the hustle and bustle of the big top activities. A post card from a man in Portland, Me., says he looks forward to the weekly 3000-mile radio travel to the Gilmore Circus with the same heart beating anticipation he experienced in his boyhood three mile trot to the circus grounds after playing hookey from school.

Variety Preferred

BRIEFLY, and by way of recapitulation, I think we can say that the arrangement and presentation of the Gilmore Circus, originating at KFI, Los Angeles, has taught its sponsors that while fans may clamor for a regular theme each week, they also want a constantly moving program and a cast that changes once in awhile.

Especially in times that are not of the best, the average radio fan likes occasionally to drift away into a land of make-believe and forget every-day troubles.

Transportation to a carnival atmosphere, where dull cares can drift away more or less automatically, is as good a way as any. Better still, via radio the cost is practically nil, and there is no discomfort of mulling crowds and sweltering sultry weather.

Proves Radio's Power

THE GILMORE Circus pulled down its big top in March, 1932, because Gilmore was working on the speedway to perfect a new type of gasoline, and it was not then ready for its formal introduction. In July Gilmore engineers appraised the new gasoline and it was introduced August 1. On July 29 the Gilmore Circus made its first return engagement in conjunction with the announcement of Gilmore Red Lion gasoline. Most dealers were supplied with it a day or two previous, and on Saturday and Sunday after the first Greater Gilmore Circus program, the demand for Gilmore Red Lion set in and it has increased every day since.

Of course the Gilmore Circus was supported by a billboard and newspaper campaign. Nevertheless, the results of the first month's programs indicated the pulling power of radio. In this period Gilmore sales increased 145 per cent over July, and the sales chart has shown a consistent upward curve ever since.

AUTO DEALERS MEET ON AIR

75,000 Plymouth Salesmen in 25 Cities Linked by Radio; Program Insured for $500,000

AN INTERNATIONAL trade meeting is scheduled to be held by Walter P. Chrysler, automobile manufacturer, in a program to be carried by CBS on Nov. 1.

More than 75,000 persons connected with the sale of Plymouth cars in 25 key cities will be gathered around receiving sets to hear addresses by Mr. Chrysler and other executives of Chrysler Motors. The 1933 Plymouth Six will be introduced.

The program also sets another precedent in that it is insured for $500,000 against an unforseen interference with the broadcast, such as breaks in land wires or the failure of any part of the CBS equipment.

The policy is carried by the National Surety Co. Edward Allen, president of the company, said the new departure "opens a new field for insurance." Mr. Chrysler explained that he took out the policy because of the importance of the 90-minute radio conference to the future business of Chrysler Motors.

William S. Paley, president of CBS, said the program will be the first of its kind to be undertaken by any business corporation. A statement by Mr. Chrysler follows in part:

"Chrysler Corporation has one of the most important business matters in its history to discuss with its dealer organizations simultaneously. To hold a meeting of Chryler Motors' dealers who handle Plymouth cars in the United States and Canada, it would be necessary to hire an auditorium the size of Madison Square Garden. A dealers' convention, attended by an average of two men from each De Soto, Dodge and Chryler dealer organization, would total about 20,000 persons. To bring such a group to Detroit would entail tremendous expense.

"With this situation confronting us, we decided to use radio as a means of personal communication with our Plymouth dealers.

"The radio meeting will be conducted in two parts. The first hour, from 1 until 2 p.m., EST, will be devoted to a dramatized presentation depicting the evolution of the new Plymouth Six in the plant in Detroit. It will be divided into several scenes carrying the listeners through various departments of the factory. Executives of the corporation will conduct the presentation.

"The second half of the program will be on the air from 2:45 until 3:15 p.m., and, during this half hour, dealers' questions will be answered. The interval between the two parts of the program has been arranged to permit Plymouth dealers to telegraph their questions to New York. The entire broadcast will be knit into a unified business conference."

Radio-News Tieups

A NEW radio affiliation for the WASHINGTON (D. C.) POST was made last month when it began featuring periodical news flashes over WMAL, Washington, which also carries news flashes of the WASHINGTON EVENING STAR. Arrangements were made by M. A. Leese, president of WMAL, with Ernest Johnson, the newspaper's advertising manager. At the same time, Harry Butcher, director of WJSV, Alexandria, Va., the new CBS outlet in the capital, announced that arrangements for daily news flashes had been made by that station with THE WASHINGTON HERALD and TIMES, Hearst newspapers; the WASHINGTON DAILY NEWS, Scripps-Howard newspaper, and the ALEXANDRIA GAZETTE.

Gentlemen Be Seated!

LASSES WHITE ALL STAR MINSTRELS WSM

TO THE SWELLEST MINSTREL SHOW ON THE AIR, NOW AVAILABLE FOR SPONSORSHIP AT A SURPRISINGLY LOW COST

LASSES WHITE

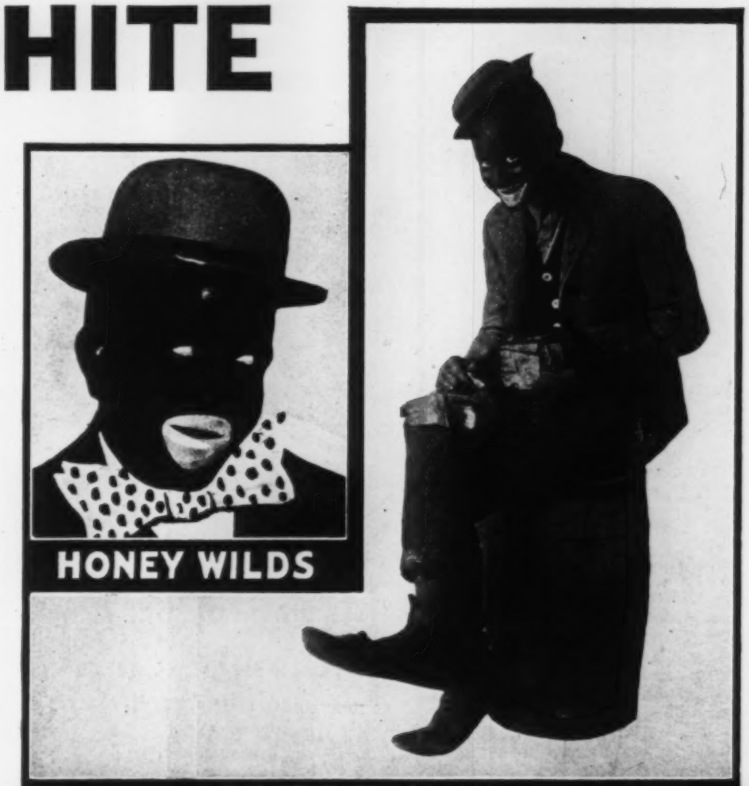
All Star Minstrels

ORIGINAL
AUTHENTIC
PROVEN POPULARITY

Lasses White, himself, assisted by Honey Wilds and a smart supporting cast, including, Tiny Stowe, The Vagabonds, John Lewis, Claude Sharpe, Beasley Smith and his orchestra, and many others with a proven record of heavy mail response and tremendous following.

TESTED MERCHANDISING PLANS READY NOW

This program not only entertains, but lends itself to adroit merchandising: a "workable" mailing list; contagious point of sales material and features; Publicity, and happy hearted identification with the product. Plans and complete cooperation from our own merchandising department.



HONEY WILDS

LASSES WHITE

Forbes Magazine's Fourth Business Pictograph (Oct. 15th) shows the South still leading the way toward business revival. Concentrate here where your sales potentialities are greater and immediate!

For details and quotations wire or write

WSM

NASHVILLE, TENNESSEE

Now **50,000 WATTS**
UNLIMITED TIME
CLEAR CHANNEL

Owned and Operated by the NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.

I. C. C. Holds It Lacks Power To Regulate Broadcast Rates

Majority Finds Stations Not Common Carriers; Sta-Shine Case Dismissed, Chairman Dissents

BY MAJORITY vote, the Interstate Commerce Commission ruled in an opinion Oct. 26 that broadcasting stations are not public utility common carriers for hire within the meaning of Interstate Commerce Act, and that their advertising rates and tariffs are not subject to regulation by the Commission. The same opinion, by unanimous vote, dismissed the complaint of the Sta-Shine Products Co., of New York, against NBC and WGBB, Freeport, N. Y., attacking the rates, regulations and practices of the broadcasters. A minority opinion held that stations are common carriers and that the I. C. C. does have jurisdiction.

Pointing out that the case was the first ever to be filed attacking the rates and practices of broadcasting companies, the Commission majority held that the Commission had no jurisdiction whatever over broadcasting, first, because broadcasting did not exist at the time the law was passed, and, secondly, because a broadcasting station cannot be defined as a common carrier.

Chairman Porter Dissents

THE MAJORITY report was drafted by Commissioner Hugh M. Tate, and was concurred in by Commissioners Meyer, Brainerd, Farrell, Aitchison, Mahaffie, Eastman, Lewis and Lee. The dissenting report was submitted by Chairman Claude R. Porter and concurred in by Commissioner Frank McManamy.

The Sta-Shine Company, a little-known corporation engaged in manufacture of polishes, asked the Commission to prescribe reasonable rates and practices for the future and to award damages on the grounds that the I. C. C. had jurisdiction under the law. After a hearing in January, 1931, however, it was agreed to confine the issue to that of the Commission's jurisdiction over broadcast rates and practices, rather than take up the merits of the case. Examiner W. M. Chesaldine, of the Commission, last April held that it had no jurisdiction, and urged that the complaint be dismissed. The Commission now sustains the examiner.

Broadcasters Sustained

THE CONTENTIONS made by counsel for the defendants, A. L. Ashby, vice president and general attorney of NBC, Frederick H. Wood and G. Howland Chase, were sustained by the majority in almost every instance. The opinion brought out that the radio act of 1927 requires all broadcasters to obtain a license to carry on their business in the public interest. "The license," it said, "imposes an obligation on the broadcaster to maintain required standards. Should the broadcaster fail to maintain these requirements the Radio Commission is given the power to revoke the broadcaster's license, and the exercise of this power has been sustained by the courts. The provisions of the act (I. C. C. Act) are undoubtedly applicable to the transmission of wireless messages by persons or concerns engaged in the transmission of such messages as common carriers for hire, that is, common carriers holding themselves out to transmit for the public at large and deliver such messages to a designated receiver. But can it be construed as applying to persons or concerns engaged merely in the business of broadcasting as performed by defendants here? We are of the opinion that it cannot be so construed."

After analyzing the law, the majority brought out that at the time of the passage of the transportation act, broadcasting, as now perfected, was unknown. Moreover, it was stated that a common carrier transmission is defined as one from a definite sender to a definite receiver. "We do not believe," it continued, "this new art and practice, unknown at the time of the passage of the transportation act, of simply putting on the air or ether this instruction, entertainment or advertisement, to that part of the public who may, by their receiving sets and antennae, go out to get this matter, was ever meant by Congress to be included in any act conferring express or implied power upon this Commission. * * *

"We find that defendants' broadcasting rates, charges, rules, regulations and practices, here complained of, are not within the provisions of the act and, therefore, not subject to our jurisdiction. The complaint will be dismissed."

The Majority Opinion

IN HIS concurring opinion, Commissioner Aitchison said: "It is sufficient for the disposition of this complaint that it appear that (1) the defendant is not a common carrier engaged in the transmission of intelligence or (2) that the service in question is not transmission of intelligence, within the intendment of Section 1 and 3 of the act. That companies engaged only in broadcasting are not common carriers of the sort within the contemplation of Congress, and their broadcasting of advertising service is not the kind of 'transmission of intelligence' which the act sought to regulate, seem clear from the terms of the section as a whole, under familiar rules of statutory construction as to the limitation of general terms by enumeration of certain classes of persons and acts to be deemed included within the act.

"The dissimilarity between the enumerated classes and the classes of persons and services here involved is so great that general language of the statute can not be made to embrace those presented by the complaint. As the particular person made defendant herein and the service in question are neither within the terms of the act, construed in conformity with usual principles, the complaint must be dismissed. Either deficiency in jurisdiction would be fatal. Beyond this we need not go, nor need we discuss our possible jurisdiction in other circumstances."

The Dissenting Opinion

IN HIS dissenting opinion, Chairman Porter said he disagreed entirely with the majority in practically everything stated in support of their final conclusion, but he agreed that the particular case is not subject to I. C. C. jurisdiction. "This holding," he declared, "is entirely too broad as it deprives us of all jurisdiction over broadcasting companies in their transmission of intelligence by wireless."

Asserting that the law was plain and unambiguous, Chairman Porter felt it applied to all transmission of intelligence by wire, whether it be point-to-point or broadcasting. "To discuss or argue the meaning of these plain English words is only to confound the obvious," he said. He argued further that the contention of the majority, that broadcasting was unknown at the time of the passage of the transportation act in 1920, was entirely beside the point and cannot be used to alter the statute itself.

While disagreeing with the majority that broadcasting stations are not common carriers, Chairman Porter said that this did not necessarily mean that in doing the acts complained of they were within those terms. He said it has been recognized by the courts that one may be a common carrier as a part of his business and a private carrier as to the remainder.

Mr. Porter concluded that he was of the opinion that the "sounder basis" upon which to place the dismissal of the Sta-Shine complaint is, "that in the particular service here in question, the broadcasting company is not rendering a common carrier service but one which it performs as a private utility."

Ernie Adamson, counsel for the Sta-Shine Company, previously had indicated to the Commission that the complainant is not in financial position to appeal the case to the courts.

Last Minute Poll

REPUBLICAN and Democratic party leaders, both of whom claim New York state, will do well to listen in on a last-minute poll to be conducted by CBS in New York City on Nov. 1. Ted Husing in the role of roving reporter will interview passers-by regarding their voting intentions in four widely separated sections of the metropolis, with the aid of the lapel microphone and Herbert C. Glover, CBS director of news broadcasting.

BAR RAPS COURT BROADCASTS

National Association Condemns Practice as "Invasion of the Sanctity" of "the Place of Justice"

BROADCASTING of murder, divorce or other sensational trials from the courtroom was condemned by the American Bar Association as a "breach of decorum" at its annual convention in Washington in October. The convention adopted a resolution offered by its committee on professional ethics and grievances, terming such broadcasts an "interference with the administration of justice."

The question of the propriety of court broadcasts first arose last year in Los Angeles during the retrial of former Deputy District Attorney David H. Clark, of Los Angeles, for murder. Superior Judge Harry W. Falk allowed several local stations to place microphones in the courtroom on the theory that trials should be broadcast when the public interest warrants. His action, which came after the same privilege had been denied during the first trial by another judge, immediately drew the fire of the local bar.

At the time Judge Falk said that opposition to broadcasting was based on an ancient prejudice rather than on sound reasoning. "I predict," he declared, "that within 10 years American citizens will be able to sit in their homes and by radio and television not only hear but see public events, including trials."

Following the controversy, the committee on improper proceedings of the Los Angeles Bar Association adopted a resolution assailing the practice. It was submitted to the national association for action.

The national association's committee made little comment in presenting the resolution. It stated that among the ancient precedents which the association has seen fit to incorporate in its canons of judicial ethics is Lord Bacon's statement that "the place of justice is a hallowed place."

"All judicial tribunals, and particularly those which determine the liberties and at times the lives of those accused of crime are the most serious of human institutions," the committee said. "It would seem incredible that an invasion of the sanctity of a court room, such as that referred to, could be thought to be compatible with the dignity which should surround the administration of justice according to law."

Religious Disk Series

FRANKLIN FORD, who leased his stations WHAP, New York, and WOAX, Trenton, N. J., last spring, has moved his organization, the Religious Goodwill Society, to Washington, with headquarters in the Washington Building, and is releasing a series of transcription talks designed "to promote good relations among various religions." The disks are being made by World Broadcasting System, and beginning Oct. 23 were placed with WLW, Cincinnati; KNX, Los Angeles, and WCFL, Chicago. The addition of other stations is contemplated, according to Mr. Ford.

XUM

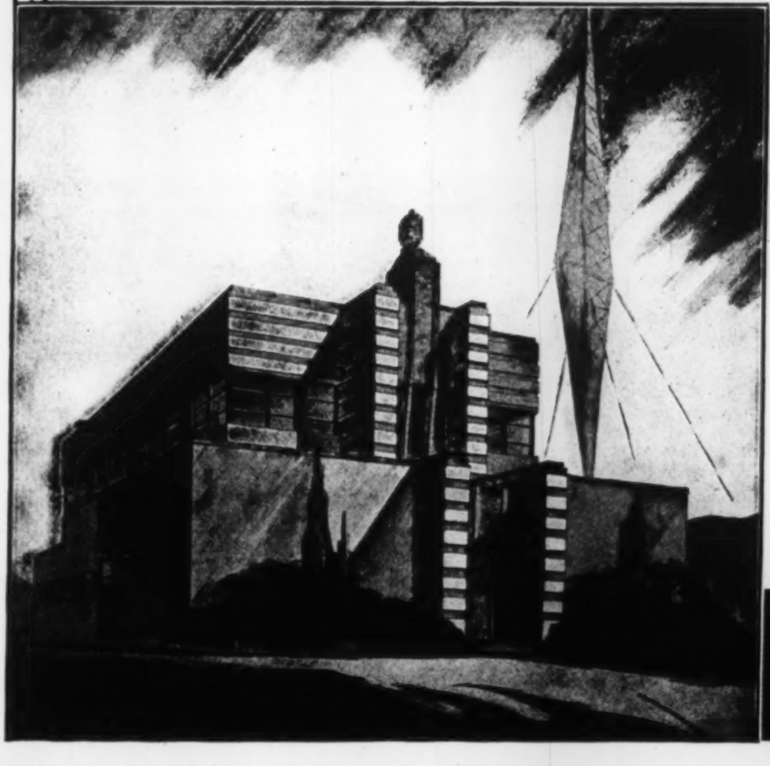
50,000 WATTS POWER

The World's Most Modern Broadcasting Studios

WCAU will shortly occupy the first building in the United States especially designed for radio broadcasting. Not only has the architect designed a building of striking beauty that is a distinct and noteworthy addition to Philadelphia's finest business street, but radio engineers and acoustical experts have co-operated in creating the most modern broadcasting studios in the world.

There are seven of these studios, each with separate control rooms, containing the most advanced and scientifically correct equipment yet devised.

WCAU will achieve a perfection not heretofore obtained.



The New WCAU Transmitting Building

housing the 50,000 watt equipment installed by RCA Victor Laboratories.

The antenna system, consists of a 500 feet vertical boom shaped radiator of structural steel with almost ten miles of wire forming the ground network.

This new building is located in Delaware County, Pennsylvania.

WCAU

KTM, KELW Seek To Sell To Hearst

APPARENTLY anticipating the Radio Commission's adoption of Chief Examiner Yost's recommendation that both be denied a renewal of application, KTM and KELW, Los Angeles, have applied to the Radio Commission for voluntary assignments of their licenses to the LOS ANGELES HERALD, Hearst newspaper. The reported purchase price is to be $35,000 for KTM and $25,000 for KELW if the transfer is approved.

At the same time, various other applications for the 780 kc. frequency, on which the two stations share time, were received by the Radio Commission. One from Don Lee, operating KHJ and a network of California stations, seeks the channel for a station it proposes to erect at an undetermined point to add to Don Lee network. Another was from Earle C. Anthony, operating KFI and KECA, who is understood to want the frequency for the latter station. The third application came from Guy Earl, Jr., president of KNX, seeking it for a new station. It is also understood that KFAC, San Francisco, and KDYL, Salt Lake City, will seek the 780 kc. assignment.

It is probable the assignment application to the Hearst newspaper will be set for a hearing at which other interests asking for the channel will also present their claims. KTM and KELW were recommended for deletion following a hearing before Mr. Yost at which each sought the other's time so as to get a full time assignment. Yost held that neither station had shown it was operating in the public interest and in a surprise report urged that both be denied license renewals. Exceptions to the report have been filed by John Littlepage, counsel for KTM, and Manton Wyvell, counsel for KELW.

Standard Order Form Drafted for NAB Meet

A STANDARD order form for the handling of accounts placed by agencies with stations, designed to eliminate the varying kinds of forms now in use, has been drawn up, together with a list of conditions, for presentation to the NAB convention at St. Louis, Nov. 13-16. It is understood to have had the approval of the American Association of Advertising Agencies, executives of which met with the NAB commercial section in New York Oct. 17 to consider the proposed form.

Those attending the meeting were: H. K. Carpenter, WPTF, Raleigh; John Patt, WGAR, Cleveland; F. A. Mechlenberg, WHK, Cleveland; Roy Harlow, WNAC, Boston; Philip G. Loucks, managing director, NAB; John Benson, president A.A.A.A.; Fred Gamble, executive secretary, A. A. A. A.; Charles F. Gannon, Erwin, Wasey & Co., chairman of the radio committee, A.A.A.A.; Howard Angus, Batten, Barton, Durstine & Osborn; P. W. Pumphrey, Fuller & Smith & Ross, and Mrs. L. W. Mackenzie, A.A.A.A.

New Radio Weekly

PUBLISHING programs of WFBG, Altoona, Pa., and news of radio generally, RADIO BREVITIES, an 8-page tabloid newspaper, made its appearance as a weekly Oct. 8. Its editor is Byron C. Miller, and its contributing editors include Lester C. Davis, chairman of the Altoona Radio Commission and well known amateur; M. M. Devoris, radio specialist of the Penn Central's electrical engineering department; Harold Barker, Barker School of Music, and Roy F. Thompson, director of WFBG.

Former A. T. & T. Men Open Consulting Office

GLENN D. GILLETT, formerly with the Bell Laboratories, where he worked in connection with common frequency broadcasting systems, on Oct. 15 opened offices in Washington and New York in association with Marcy Eager, formerly with the New England Telephone Co., as consulting engineer. Mr. Gillett supervised the installation of the WHO-WOC synchronization equipment and was responsible for the field strength survey work done by the A. T. & T. in connection with WEAF and WCAP in the pioneer days. With Mr. Eager he will specialize in common frequency broadcast system designs, field strength surveys, station location studies, antenna design, station installations and studio hookups. Washington offices are in the National Press Bldg. and New York offices at 279 Audubon Road, Englewood, N. J.

STICKS TO STATION

WMAL Announcer Declines to Go from Local to Network

Mr. Bell

FACED with the choice of remaining with WMAL, Washington, where he has served as announcer for presidential addresses and other speeches by dignitaries relayed to the CBS, or of joining the network's new Washington affiliate, WJSV, Stanley Bell has elected to stay with the 500-watt station which severed its CBS affiliation Oct. 20. He remains as chief announcer of WMAL. By a curious coincidence his network valedictory occurred the night of Oct. 16, when he was master of ceremonies for both NBC and CBS in the opening of the series on Welfare Relief and Mobilization inaugurated by President Hoover.

Stanley Bell has been the CBS presidential announcer in Washington ever since WMAL joined that network four years ago. He has been on the job at every major CBS program originating in Washington in that time, introducing cabinet officers, Senators, members of Congress, diplomats and political celebrities. His loyalty to M. A. Leese, owner of WMAL, and Milton R. Baker, manager, who gave him his start in radio, led to his choice.

CBS Stations Get Booking Authority

Privilege at Present Includes Network's Bands Only

OUT-OF-TOWN booking arrangements for the 36 bands under contract to CBS will be handled by all key and affiliated stations of the network under a plan announced by the network. The new idea, which makes every local station an agent of the CBS Artist Bureau, is expected to save time and money by obviating the necessity of trips to distant cities by representatives from the New York and Chicago offices. Local station managers or their representatives will carry on all negotiations for bookings in their territory.

Under the new arrangement the local manager will query New York on a proposed booking and, if the particular band in which he is interested is not engaged for the date, he will be permitted to go ahead with the booking. The local station will split the booking commission with the New York office. Only CBS bands will be booked through this system. Should the idea prove successful, it may soon be spread to cover bookings of other artists under CBS contracts.

Before making the system official CBS tried it out in an experiment with WBDJ, Roanoke, Va. This station booked Paul Tremaine and his orchestra very satisfactorily, and Ralph Wonders, head of the Artist Bureau, followed the experiment with a general order for adoption of the idea throughout the network.

"We look for a substantial saving in overhead charges for band booking arrangements," Mr. Wonders said in a statement to BROADCASTING, "and we feel confident that our new idea will be highly successful, not only as a money-saver but as a means of cutting down the time element in booking.

Texaco on Tour

ED WYNN and the Fire Chief Band, popular NBC Texaco feature, are on a tour, accompanying "The Laugh Parade" but playing Tuesday nights only for the weekly broadcast. While in New York Ed Wynn and his Texaco troupe have been packing the Times Square studio each Tuesday night with complimentary tickets issued weeks in advance.

U. S. Delegation Favors Canadian Plan To Widen Broadcast Band at Madrid

Government and Ship Services Block State Department Approval by Deadlocking Washington Conference

WIDENING of the broadcast band to make available to North America seven additional channels of 10 kc. width lying below 550 kc. has been proposed by the Canadian delegation to the International Radio Conference at Madrid as the solution of the continental allocation problem and is endorsed by both Mexico and Cuba. The American delegation, it is understood, also favors the step, but has met with opposition from government and ship services of this country now utilizing those waves.

Radio officials in Washington held conferences Oct. 24 and 26 with Undersecretary of State Castle, but could reach no agreement. Commissioner Starbuck, in charge of the engineering division, declared that the Commission favored the Canadian compromise plan. Also endorsing the plan were Philip G. Loucks, NAB managing director; Harry C. Butcher, CBS Washington director, and Arthur W. Scharfeld, Washington attorney, representing the broadcasting industry; Bond Geddes, executive vice president and general manager of the RMA, and representatives of communications interests.

Opposing the plan, designed to widen the band down to 470 kc. and to move the international distress frequency (S.O.S. channel) from 500 to 375 kc., were the Navy, Army, Coast Guard, Commerce and Agriculture government units, along with certain shipping interests which would have to move to another portion of the spectrum. Opposition centered largely on the removal of the distress frequency. Capt. S. C. Hooper, director of naval communications, contended that small vessels could not obtain effective range on 375 kc. and that safety of life at sea would be endangered by the proposed change.

The American delegation asked consent of the State Department to support the proposed treaty change in the belief that with this additional ether space the demands of Canada, Mexico and Cuba would be met and existing and potential interference between stations in these countries thus averted. Commissioner Sykes, chairman of the American delegation, communicated by trans-Atlantic radiophone with the Commission on the matter, after which the Commission fell solidly behind the project and delegated Commissioner Starbuck to present its views to the State Department.

While there are actually eight channels of 10 kc. in the band from 470 to 550 kc., one channel (540-550) would not be cleared for broadcasting until the year 1940 under the Canadian plan. This channel now is used by radio compass stations throughout the world. The other channels, however, would be cleared immediately upon ratification of the new treaty by the various signatory nations, should it receive the approval of the Madrid conference—a step that might require a year or longer.

It is expected that the State Department will notify the American delegation that no agreement could be reached between the proponents and opponents of the Canadian plan in this country, leaving the delegation more or less to its judgment in its final stand on the question.

Indications are that the Madrid conference will continue in session through November and probably into December.

A NATIONAL BROADCASTING COMPANY NETWORK STATION

670 Kilocycles — 100% Modulation

WMAQ NEWS

FULL TIME — Cleared Channel

November 1, 1932 CHICAGO, ILLINOIS Vol. I. No. 3

REVEALING STATISTICS

WMAQ MARKET A LEADER
HAS 1-5 U. S. AUDIENCE
MID-WEST RADIO MINDED

WMAQ offers advertisers access to a market which is almost without exception the finest in the United States. The Bureau of the Census on October 17 issued a newspaper release giving detailed statistics showing the number of families having radio sets by color, nativity and residence. Of the 29,904,663 families in the United States in 1930, a total of 12,048,762 have radio sets. Forty-four and four tenths per cents of the native white families had radio sets; 43.6% of the foreign born white families likewise had radio in their homes and 7.5% of the negro families had radio sets.

* * *

More than three-fourths of all the radio sets were in the homes of native white families—a total of 9,315,223; 2,500,540 radio sets were possessed by families of which the head was a foreign born white person and a total of 209,779 negro families had radio sets.

* * *

WMAQ's major market, comprising the states of Illinois, Indiana, Iowa, Michigan and Wisconsin, had a total of 2,693,427 families having radio sets. Thus, it can be seen that 21.4% of the radio audience of the United States is included in the major market served by WMAQ. The states served by WMAQ are among those states having the largest percentage of families equipped with radio receiving sets. Those percentages are as follows: Illinois—55.6%; Wisconsin—51.0%; Michigan—50.6%; Iowa—48.5% and Indiana—41.6%. Only four states in the Union have a higher percentage of families with radio sets than has Illinois. Those states are New York, New Jersey, Massachusetts and Rhode Island.

* * *

More than 95% of WMAQ's audience in the United States is located in the five states—Illinois, Indiana, Iowa, Michigan and Wisconsin according to an analysis of mail received during the first nine months of 1932.

The distribution of WMAQ's audience is as follows:

Illinois	67.742%
Indiana	5.006%
Iowa	2.213%
Michigan	5.365%
Wisconsin	15.229%
Total 5 States	95.555%
Other States	4.445%
United States	100.000%

STOKELY ON WMAQ 3rd SUCCESSIVE YEAR

DAYTIME PERIODS SELECTED TO SELL CANNED VEGETABLES

Stokely Brothers & Company, canners of quality vegetables, for the third successive season have returned to WMAQ for a fall and winter campaign of radio programs. The account was placed by the Gardner Advertising Agency of St. Louis, Missouri.

The program this year consists of a series of electrical transcriptions which are broadcast each Friday between 10:00 and 10:15 a.m., a time selected to reach the vast women's audience in the WMAQ market.

Stokely's return with its seasonal advertising campaign for the third successive series is strong evidence of the ability of WMAQ to perform a real selling job in the Chicago market.

MR. TWISTER MAKES A HIT ON WMAQ

It has been a practice of Station WMAQ for many years to deliberately plan its program structure so that the listener habit will be created for tuning to WMAQ and leaving the dials there. In pursuit of that policy, WMAQ makes its sustaining programs fully as attractive as programs presented under sponsorship. Oftentimes some of these sustaining programs prove to be among the most popular of the station's offerings to the public.

One such program is "Mr. Twister." The character — Mr. Twister—is taken by Jim Jordan, a veteran radio performer, who works the show with a studio orchestra. Mr. Twister is a quaint, old character, who indulges in tongue twisters, catch-jokes and tricky problems intermingled with a homely philosophy.

Each week Mr. Twister receives hundreds of suggestions for additional twisters and answers to the twisters which he has put on the air. Judging from the popularity of Mr. Twister, it will not remain as a sustaining program for long but will be seized upon by some smart advertiser, who recognizes the tremendous pull that can be worked into a merchandising program.

The Priceless Ingredient

In the City of Bagdad lived Hakeem, the Wise One, and many people went to him for counsel, which he gave freely to all, asking nothing in return.

There came to him a young man, who had spent much but got little, and said, "Tell me, Wise One, what shall I do to receive the most for that which I spend?"

Hakeem answered, "A thing that is bought or sold has no value unless it contains that which cannot be bought or sold. Look for the Priceless Ingredient."

"But what is the Priceless Ingredient?" asked the young man. Spoke then the Wise One, "My son, the Priceless Ingredient of every product in the market place is the Honor and Integrity of him who makes it. Consider his name before you buy."

CLOTHING FIRM ON WMAQ EACH FRIDAY

Klee Brothers & Company, who operate three clothing stores in the city of Chicago, have turned to radio as one of the major methods of advertising during this fall and winter. Station WMAQ was selected because of its great popularity in Chicago.

The show is produced by Marian and Jim and two hundred guests of the stores are admitted to the studios each Friday night that the program is presented. The tickets of admission are obtainable only at the Klee Brothers stores.

A. G. Crane Joins WMAQ Sales Staff

Albert G. Crane, who for many years was a member of the national advertising staff of THE CHICAGO DAILY NEWS has joined the sales staff of Station WMAQ.

Mr. Crane is widely known among national advertisers and advertising agencies. As a result of his many years' experience in the advertising field, he is in a position to assist advertisers and agencies in planning radio campaigns and merchandising tie-ups.

STAMP TALKS DRAW BIG MAIL RESPONSE

It is said that there are more than three million people in the United States who are stamp fans. Only a few days ago, a stamp collection worth $100,000 was willed by a Chicago man to one of his friends.

WMAQ has for two years broadcast a series of talks on stamps by Ralph Kimble, one of the nation's outstanding philatelists. During the first three months in 1932, the stamp talks drew 6,429 letters not only from fans within the WMAQ major market but, likewise, from listeners in practically every state in the United States, every province of Canada and several points in Mexico.

The talks are of interest not merely to stamp collectors but, likewise, to the general public, since each talk includes a brief, concise and interesting story of the history relating to the stamp. Practically all of the letters that have come in have been requests for copies of the talks. Many school teachers are included in the list of people who have asked for complete sets of the talks for the benefit of their history classes.

The program is broadcast on Sunday afternoons at 1:15 o'clock. Although carried as a sustaining program, it is available for commercial sponsorship.

STATION ACCOUNTS

Among the commercial programs heard regularly over WMAQ are the following: **A. & P., Princess Pat Cosmetics, S. S. Kresge Company, Best Foods, Whitman Candy Company, A. C. Gilbert, Wheatena, Listerine, Pepsodent Company, Nivea Creme, Household Finance Co., Texaco Gasoline, Chase and Sanborn, Barbasol, Daily News Travel Bureau, Bulova Watch Company, Maryland Pharmaceutical Co., Cliquot Club Ginger Ale, Armour & Company, Hinckley & Schmitt, Inc. (Corinnis Spring Water), Northern Trust Company, Fleischmann's Yeast, Salo-Dent Laboratories, Inc., Wieland Honey & Butter Corp., Monarch Coffee Company, Stanco, William Wrigley Company, R. B. Davis & Company, General Electric Refrigerators, Stokely Brothers, Central Wholesale Grocers, Inc., Klee Brothers & Company, RCA Radiotron Company, United States Cold Storage & Ice Co.** Adv.

BROADCASTING

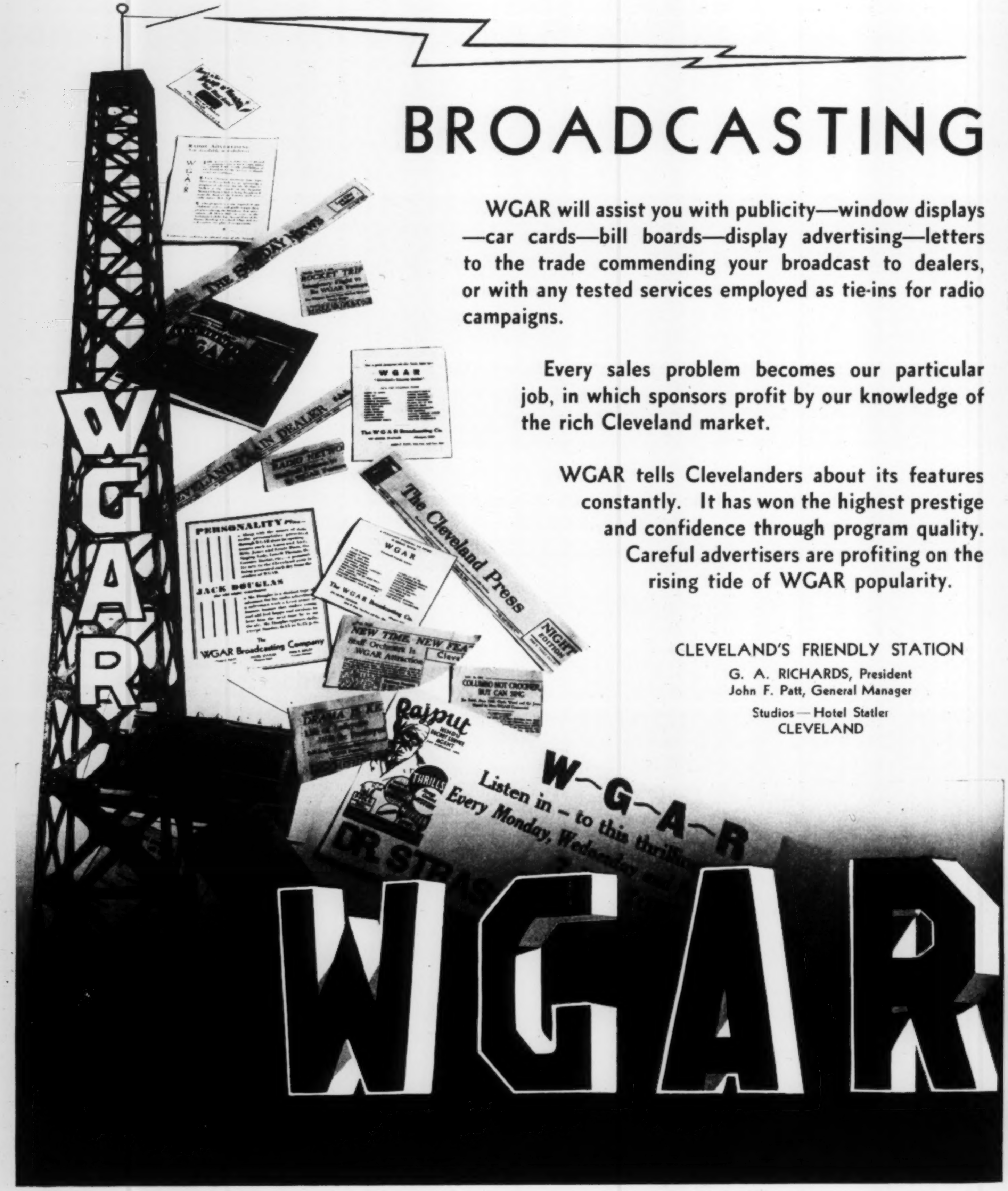
WGAR will assist you with publicity—window displays—car cards—bill boards—display advertising—letters to the trade commending your broadcast to dealers, or with any tested services employed as tie-ins for radio campaigns.

Every sales problem becomes our particular job, in which sponsors profit by our knowledge of the rich Cleveland market.

WGAR tells Clevelanders about its features constantly. It has won the highest prestige and confidence through program quality. Careful advertisers are profiting on the rising tide of WGAR popularity.

CLEVELAND'S FRIENDLY STATION

G. A. RICHARDS, President
John F. Patt, General Manager
Studios — Hotel Statler
CLEVELAND


WGAR
Radio Advertising
The Sunday News
Rocket Trip
WGAR
Cleveland Plain Dealer
Radio Network
The Cleveland Press
Night Edition
Personality Plus
Jack Douglas
WGAR Broadcasting Company
New Time New Fea
Staff Orchestra Is WGAR Attraction
Columbo Not Crooner, But Can Sing
Drama Like
Rajput
Thrills
W~G~A~R
Listen in – to this thrilling
Every Monday, Wednesday and
Dr. Stras
WGAR

PLUS SERVICE

WJR announces a service to its clients that is second to none in the radio field.

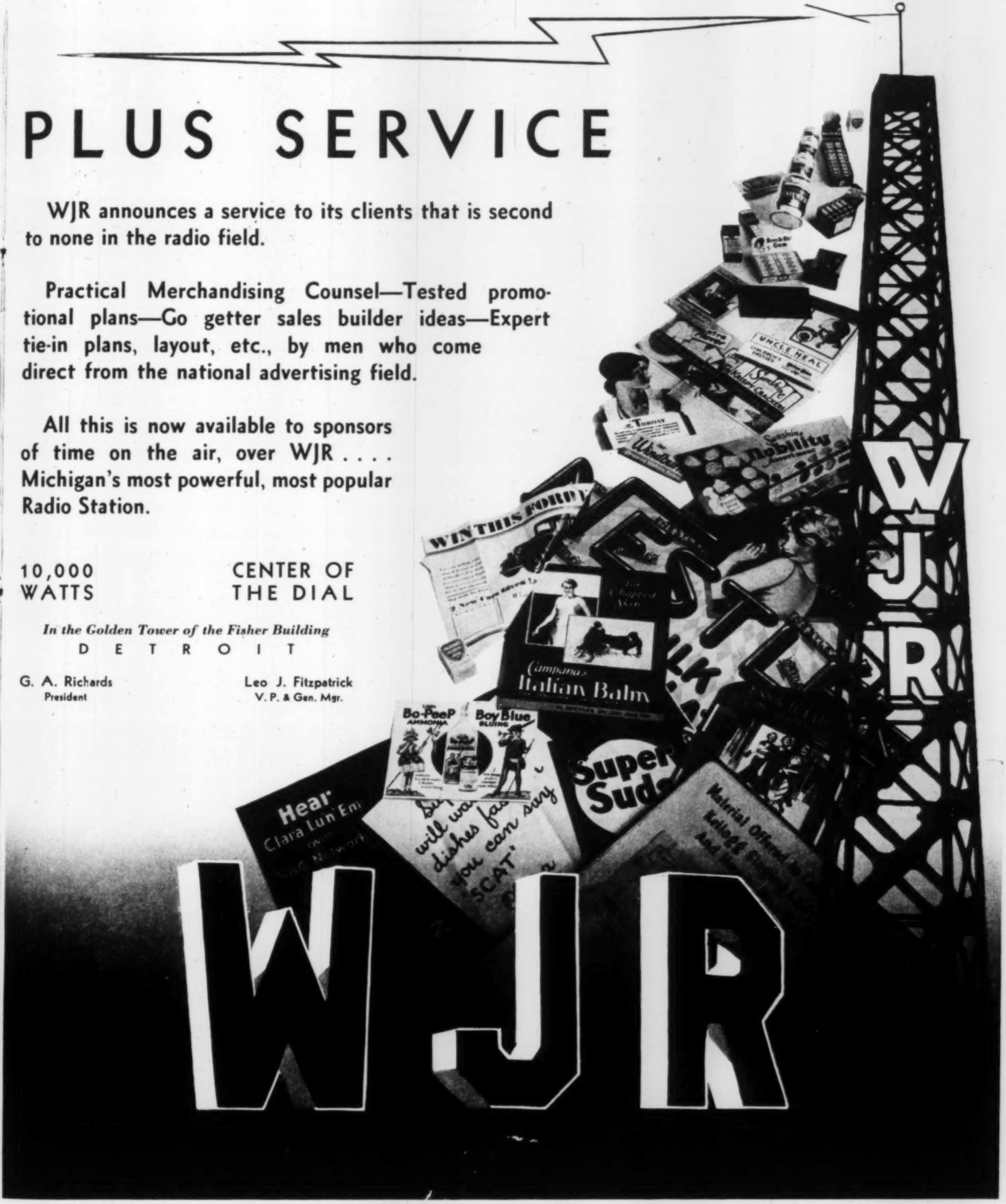
Practical Merchandising Counsel—Tested promotional plans—Go getter sales builder ideas—Expert tie-in plans, layout, etc., by men who come direct from the national advertising field.

All this is now available to sponsors of time on the air, over WJR . . . . Michigan's most powerful, most popular Radio Station.

10,000 WATTS	CENTER OF THE DIAL

In the Golden Tower of the Fisher Building
DETROIT

G. A. Richards President	Leo J. Fitzpatrick V. P. & Gen. Mgr.


WJR
WIN THIS FORD
Uncle Neal
Sunshine Nobility
Campana's Italian Balm
Bo-Peep Ammonia
Boy Blue Bluing
Super Suds
Hear Clara Lu'n Em over NBC Network
Material Offered by Kellogg
WJR

XUM

BROADCASTING

THE NEWS MAGAZINE *of*
THE FIFTH ESTATE

MARTIN CODEL, Editor
SOL TAISHOFF, Managing Editor
F. GAITHER TAYLOR,
Advertising Manager

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Western Representative: Warwick S. Carpenter, 29 E. de la Guerra, Santa Barbara, Cal.

A Ripe Field

THAT RADIO advertising, properly handled, can stimulate the sale of almost any product, goes without saying. That it builds good-will for any institution that employs it, is also a truism. Yet the broadcasters, and the agencies handling the accounts of many large local retail institutions, have with few exceptions run into a veritable stone wall in trying to persuade them to give the radio medium a full and fair trial. We refer particularly to the efforts to direct more department store advertising toward radio.

The views of leading figures in retail advertising, not only about what they think theoretically about radio but what they have done with it in a practical way, were accordingly sought by the editors of this magazine, with the result that we have been privileged to publish several notable articles—and hope to be able to offer more in ensuing issues—that should be of direct aid to broadcasters and agencies in proving the case of radio to recalcitrant retailers.

That the broadcasters and agency executives are seizing upon the words of these men, is attested by the tremendous demand we have had for copies of our October 15 issue containing the exclusive article by Kenneth Collins, advertising chief of R. H. Macy & Co., New York, the world's largest department store. His words, and those of L. A. Hirschmann, of Lord & Taylor, New York, appearing in this issue, carry a challenge to the whole radio fraternity interesting in signing this important new business.

To our minds these men prove the case of radio beyond question. More than that, they show certain advantages in radio—Mr. Collins, whose company spends 10 per cent of its "space" dollar on radio, especially pointing out its direct selling and institutional advertising potentialities, *if properly done.* Both mince no words in blaming the failure of radio to the "stupidity" or "blindness" of the advertisers. Mr. Hirschmann gives us the surprising news that a recent survey by the National Retail Dry Goods Association showed only 77 of the 1,600 department stores in the United States as having used radio, and most of these for less than one year!

Here is a ripe field for new broadcast advertising accounts. Here are arguments by leaders in their professions that should persuade almost any local advertiser—these arguments plus, of course, some good, constructive program ideas that must be developed according to peculiar local conditions. It was with a view to helping sell the radio idea to department stores, that the business manager of BROADCASTING ordered a special run of these articles and sent marked copies to advertising managers of department stores throughout the United States. The requests we have had for additional copies of the October 15 issue, exhausting our supply, and the notes of appreciation we have had from station managers, whom we informed of what we had done and whom we urged to go after this business, have been gratifying in the extreme.

NAB's Future

IN A FORTNIGHT the NAB holds its annual convention at St. Louis. The program calls for the discussion of the usual economic and regulatory problems, with an added dose of copyright and proposed solutions. But the convention means more than that. The very existence of the NAB is at stake.

That may sound like a bold, groundless statement to many broadcasters. But to those who have been active in the Association's affairs it is truth only to well known. Many broadcasters are indignant over the NAB's showing during the past year, particularly on copyright. Properly or not, they believe there should be a sweeping basic reorganization, not only of its activities, but also of the constitution under which the association functions. If they have their way, the organization will be stripped of everything but its name and built on a new foundation.

These things are not on the agenda. But they are running through the minds of certain members. They will come into the open at St. Louis. Unless the situation is quickly taken in hand and a definite constructive program for reorganization is worked out, the dissatisfaction may result in disintegration of the association and a breakdown of the organized influence of broadcasting. Certain newspaper stations, although they disclaim it, already are fostering a move for a separate association. We believe the move fundamentally wrong, for it can do naught but create a schism where unity ought to prevail.

Copyright will be only one of the big problems at the convention. The importance of this year's meeting cannot be overemphasized. A second question, never broached before in the open, is that of line charges to stations by the A. T. & T. Broadcasters pay from $8,000,000 to $10,000,000 a year to that monopoly on a scale of unexplained tolls that vary amazingly in different parts of the country. Then there's the question of widening the broadcast band, as an outgrowth of the Madrid conference, with its potential far-reaching affects on broadcasting.

Numerous other problems confront the convention, but most important of all is the necessity of uniting broadcasters into a strengthened organization, manned by able leaders, supported by all and guaranteeing alike a square deal for the 50-watter and the 50-kilowatter. By all means, Mr. Broadcaster—and you, too, Mr. Agency Executive—be on hand at this 1932 convention.

The RADIO BOOK SHELF

IN AN ARTICLE titled "Europe's Air and Ours" in the October ATLANTIC MONTHLY, William Hard, radio reporter of international politics, contrasts the radio restrictions that opposing candidates for political office in European countries suffer with the comparative freedom of the air enjoyed by candidates under the American system of commercially financed broadcasting. Citing instances in the last German, French and British elections, in which only those who had "ministerial authority" were heard by the voters, Mr. Hard asserts that "American private broadcasting gives a more hospitable welcome to contending and contradictory schools of political and economic thought than any other broadcasting known at present to the world." Much the same views were set forth by Mr. Hard in his address before the annual convention of the National Advisory Council on Radio in Education at Buffalo on May 20.

With due respect, however, to the European governmental system, Mr. Hard finds that it has its merits, and he is willing to concede "that European governmental broadcasting generally exceeds American private broadcasting in the potential cultivation of good taste—by a graceful margin. I will contend that American private broadcasting exceeds European governmental broadcasting, in any European country, in the potential cultivation of free citizenship—by a vital margin."

A NEW U. S. Census Bureau tabulation, showing the number of home-makers in each state and their employment status, has just been issued by that federal agency and is available without cost either by writing to the U. S. Census Bureau, Washington, or to the offices of BROADCASTING. It is an excellent guide to the determination of market potentialities, especially when used in supplement to the radio census figures published in this issue of BROADCASTING. It shows the number of gainfully employed home-makers in each state when the 1930 census was taken, breaking down the figures by color and nativity and according to whether the home-maker is employed at home or away from home in professional, office, industrial, servant and sales pursuits.

"CRYSTAL Control of Radio Commission Hearings" titles an amusing, yet wholly instructive, article on procedure before the Commission when John Q. Amateur develops "excessive grid bias in his relations with the federal government," appearing in the October issue of QST. The author is Paul M. Segal, Washington radio attorney and general counsel of the American Radio Relay League.

COPYRIGHT owners may be confronted with several unexpected results in what they first interpreted as an important victory, E. Stuart Sprague, New York attorney, declares in an article on "Copyright-Radio and the Jewell-La Salle Case" in the October AIR LAW REVIEW.

We Pay Our Respects to—

PHILIP GEISELMAN LOUCKS

TO PHILIP GEISELMAN LOUCKS, youthful managing director of the National Association of Broadcasters, justly belongs the credit for bringing that organization out of a state of innocuous desuetude to the vital and active leadership of the broadcasting industry. Picked by the administration of "Bill" Hedges just two years ago for a job that badly needed competent attention, he plunged into it with a vigor and acumen born of a splendid experience—despite his years—in radio.

Like many another radio executive, Phil Loucks rose from the ranks of journalism. But in addition to his newspaper experience, he had a thorough legal education and was well started on a modest but competent law practice when he was called to his present post.

It was while he was covering the Federal Radio Commission as a reporter, and between assignments attending Georgetown Law School, that Phil Loucks first became interested in radio. His contacts with the radio commissioners and their staff were the intimate and friendly contacts, however, not only of a reporter but of a "likely lad" who was also fascinated by the technical and legal developments of the radio art. There have been few reporters who have enjoyed as free and easy and cordial an intimacy with the individual radio commissioners from the very inception of the Commission.

Attending law school while doing newspaper work, the idea grew in his mind that he might specialize in the practice of radio law. He began that practice, and had an almost 100 per cent "batting average" for his clients when he was invited to take over the NAB directorship. The story of how he moved NAB headquarters from New York to Washington, put its house in order, established its news bulletin, carried forward the policies of its directors and otherwise brought it to sizable trade association stature, is only too well known in the industry. That his two-year administration has seen the NAB membership increase nearly threefold, attests to the results he has been achieving.

Phil Loucks was born in Jacobus, Pa., Aug. 8, 1899, the son of Mr. and Mrs. Addison P. Loucks, of a pioneer Pennsylvania Dutch family. He was graduated from the York, Pa., high school in 1917, going from there to the York Collegiate Institute. He left that institution to enter Dickinson College in 1919. At both schools, as at high school, he was a basketball star and pole-vaulter on the track team. At York Collegiate he captained both basketball and track teams.

Working his way through college, he was variously employed as a director of municipal sports, railroad clerk, water company hand, landscape gardener (he had specialized in forestry for a time), trucker and—of all things!—moulder of false teeth in a large factory devoted to that purpose. But his most interesting jobs were as reporter, sports editor and news editor of various southeastern Pennsylvania newspapers.

While in newspaper work, he decided to go to Washington to attend Georgetown University. He was graduated from its law school in 1925, and admitted to the District of Columbia bar in 1926. In the meantime, he was employed on the staffs of the Washington bureau of the United Press and the General Press Association, continuing with the latter from 1925 to 1929. His appointment to the managing directorship of the NAB took place at the annual convention of the NAB in Cleveland in 1930.

In 1925, he married his high school classmate, Marguerite Livingstone. He is a member of the National Press Club, the American Bar Association, Delta Chi fraternity, Tramerick Club and Congressional Country Club. One of his two brothers, Lester K., is a bandmaster and composer, now heading the Spring Garden Band, of York, Pa., where his parents reside. His hobbies are radio, sports and burlesque shows.

PERSONAL NOTES

JOHN S. CREGO, for the last three years with radio stations in eastern Pennsylvania, has been appointed commercial manager of WGAL, Lancaster, Pa. In October WGAL also added to its commercial staff Joseph F. Buckley, formerly with Wanamaker's in Philadelphia, and Paul Gantz, of Lancaster. Miss Violetta Weachter, of Lititz, Pa., has been appointed to take charge of women's programs.

MISS CAMILLE GARNER, of the audience mail department at NBC in San Francisco, was married on Oct. 20 to Kenneth Chipman, a junior executive with the American Tobacco Co.

MISS EDITH CHINN has been appointed secretary to Raymond Paige, music-program director of KHJ, Los Angeles.

FRANK J. REILLEY, advertising and merchandising executive, has been appointed general sales manager of the Don Lee Broadcasting System. He is widely experienced in both radio and newspaper advertising and was formerly vice president in charge of sales operation of the defunct American Broadcasting Co.

NORBERT BEEREND, for the last six years in charge of the radio division of the U. S. Advertising Corp., has joined the CBS sales department in Chicago.

RICHARD KOLB, editor of the BAYERISCHE RADIO-ZEITUNG, has been named assistant director of programs in the reorganization of the German broadcasting system.

A. C. JOHNSON has been appointed commercial representative for KGB, San Diego.

MISS MARJORIE MALLISON, of the sales staff of WGAR, Cleveland, has been assigned to co-ordinate activities of the sales and program departments.

FRANK REILLY has been appointed commercial manager of KFRC, San Francisco, and KHJ, Los Angeles.

CHESTER THOMAS, director of studio activities of WLW, Cincinnati, was married Oct. 19 to Miss Ruth Aneshansel, of Cincinnati. The marriage Oct. 14 of Jay Penn, bass-baritone of the WLW staff, to Miss Alma Linxwieler, of Dayton, was also announced.

THOMAS P. LITTLEPAGE, Washington attorney for various radio stations, was elected president Oct. 18 of the Washington Chamber of Commerce.

HARRY HOWLETT, commercial manager of WHK, Cleveland, is recuperating from an appendicitis operation.

FRANK CROWTHER ("Red Cross"), manager of WSPA, Spartanburg, S. C., has been transferred by Virgil Evans, owner of various Southern stations, to WBHS, Huntville, Ala., as manager. Donald Sanders, who resigned from WSPA a year ago to join WIS, Columbia, S. C., has returned to WSPA as manager.

WALTER C. EVANS, superintendent of broadcasting for the Westinghouse company, was scheduled to return from the International Radio Conference at Madrid on Oct. 25.

G. RICHARD ANDERSON, Jr., has been appointed assistant to Arthur Sorenson, art editor of NBC press relations, New York. Anderson was previously assigned to the NBC mailing department.

WILLIAM D. NORVELL, formerly manager of KEX, Portland, has joined the staff of KFJI, Klamath Falls, Ore.

M. S. NOVICK has been appointed director of WEVD, the Socialist station in New York, which, according to its officials, will specialize in debates, symposiums and dramatics in addition to high class music.

ELMER BORNMAN, formerly with Campbell-Ewald, has been appointed to the Detroit staff of the merchandising department of CKOK, Windsor-Detroit, according to an announcement by Joseph H. Neebe, general manager of the station. Mr. Neebe also announced the appointment of Herbert Gilleland, formerly assistant manager for Detroit Majestic products at Grand Rapids, to the commercial staff of CKOK.

DAVID CASEM, of the publicity staff of WOR, Newark, addressed the annual convention of the New Jersey State Press Association at Rutgers University on Oct. 10. His subject was "The Fourth and Fifth Estates." E. P. H. JAMES, sales promotion manager of NBC, was the guest speaker of the Advertising Women's Club of New York recently. He spoke on "Behind the Scenes in Radio."

EDWARD BARRETT, of Birmingham, Ala., has joined the publicity staff of CBS in New York.

DUE TO an unforeseen delay, Louis G. Caldwell and Paul M. Segal, Washington radio attorneys attending the International Radio Conference at Madrid, will sail from Gibraltar Nov. 2 on the S. S. Rex, arriving in Washington Nov. 8, instead of a week earlier, as previously reported.

DON SMITH, former assistant western manager for LIBERTY MAGAZINE, has joined the sales staff of WBBM, Chicago. Other new members of the WBBM sales staff are Ray Linton, formerly of WIBO, and Robert L. Rogers, formerly with WAAF, Chicago.

JO EDWARDS, who has been associated with radio in Philadelphia for several years, recently became assistant program director of WIP-WFAN.

HARBIN DANIEL, young graduate of Vanderbilt University, has been assigned by WSM, Nashville, to take charge of its merchandising service, instituted by J. Leslie Fox, recently appointed commercial manager of the station.

BALDWIN McGAW, drama director of KPO, San Francisco, before the station was taken over by NBC, has started a radio drama coaching school in San Francisco.

RICHARD RICKARD, formerly manager of KGB, San Diego, has gone to Los Angeles to become production manager for KFAC.

BEHIND THE MICROPHONE

BOB PRINCE and "Bozo," his English bulldog, billed as the original "Old Man Sunshine," have joined the staff of WGAR, Cleveland. Their act began on NBC and has been featured on WLW, WOR and the Yankee Network. Other artist additions to WGAR include Jack Douglas, the "Old Night Watchman" of WJR, Detroit; Fred Jeske, baritone, formerly with WGN, Chicago; Gilbert Gibbons, announcer, and a staff band of 14 pieces under Earl Rohlf.

HARRY BUTCHER, Washington representative of CBS and director of WJSV, Alexandria, Va., announces completion of the announcing staff of WJSV with the appointment of the following: A. D. Willard, formerly with WCAO, Baltimore; Lawrence Elliott, formerly with WRC and WMAL, Washington; Robert Trout, formerly with WJSV, and Walter E. Hiltabidle, pianist and night announcer.

"EMMY & EZRA," popular Pennsylvania Dutch comedians, have been signed by WGAL, Lancaster, Pa., for a series of 52 weekly noonday broadcasts sponsored by the Lancaster Milling Co. The same station has signed the Phil-Ken-Dick trio for a weekly series sponsored by Jerome H. Rhoads, Inc., service station and tire dealer.

BLAYNE BUTCHER, formerly with WLW, Cincinnati, has joined the announcing staff of WCAU, Philadelphia, succeeding Owen Cunningham, recently promoted to assistant to Horace Feyhl, studio manager. Stan Lee Broza, program director of WCAU, also announces the signing of Bo Heath, vaudeville and musical comedy star, for a new series of four programs weekly.

LEWIS LACEY, formerly of KFRC and KYA, and Dresser Dahlstead, once with KYA, San Francisco, and KSL, Salt Lake, have become announcers for the NBC-Pacific coast network.

RICHARD LeGRAND, onetime drama man in San Francisco, and more recently with KYA in the same city, has joined KGW, Portland, Ore., to produce a commercial program.

GERALD BRYANT, formerly with WAPI, Birmingham, and a member of the faculty of the Southern Conservatory of Music, has joined WPTF, Raleigh, as musical director. His brother, Max Bryant, is staff cellist at WPTF.

ART GILLHAM, well known to the radio audience as the "Whispering Pianist," has taken two spots on WBBM, Chicago, appearing two evenings and six afternoons weekly.

DON BALL, CBS announcer, and Virginia Arnold, CBS staff pianist, were married at Hastings-on-Hudson, N. Y., Oct. 16. The bride is the daughter of Mr. and Mrs. Charles Arnold of Lawrence, Kan. Ball formerly was with WCAH, Columbus. He is the third of CBS announcerial staff to wed in the last few weeks, the other two being Carlyle Stevens and Paul Douglas.

WHEN JACK BENNY begins his new series with Ted Weems and orchestra on CBS Thursday night, starting Oct. 30, he will introduce a new artist to the national audience—Andrea Marsh, styled "indigo-contralto," whom Ted Weems discovered on KSTP, St. Paul.

FELIX BERNARD (Felix of the three Pebeco Playboys), heard on WABC, has been disclosed as composer of the popular hit of 10 years ago, "Dardenella," which he wrote during a trip through the Dardenelles.

GENE EDWARDS, formerly with WHAS, Louisville, has joined the announcing staff of WKBC, Birmingham.

EMERSON TREACY and Gay Seabrook, the "Jimmy and Mildred" in the nightly "Growing Up" series over KFWB, Hollywood, have leads in "Mr. Mary Sawyer," which opened in the Pasadena Community Playhouse, Oct. 18 for an extended run. Their radio series continues.

C AND O USES RADIO

FOR

THE GEORGE WASHINGTON

The Most Wonderful Train in the World

COMPLETELY AIR CONDITIONED
EVERY CAR - ALL THE TIME

PASSENGERS on The George Washington enjoy many exclusive advantages. Among them is *radio*. Each lounge car carries a receiving set. C. & O. also uses radio advertising in its three key cities—Washington, Louisville, and Cincinnati, to sell the advantages of this de luxe train. Listeners are learning the story of *genuine air-conditioning*—how it keeps every car free from dust—dirt—cinders . . . makes for sound sleep and comfort.

WESTWARD (Read Down)				EASTWARD (Read Up)
6:01 PM	Lv.	Washington......(EST)	Ar.	8.30 AM
8:45 AM	Ar.	Cincinnati...............	Lv.	6:01 PM
10:50 AM	Ar.	Louisville........(CST)	Lv.	1:30 PM
10:45 AM	Ar.	Indianapolis (Big 4 Ry.)	Lv.	2:10 PM
3:00 PM	Ar.	Chicago.................	Lv.	10:05 AM
4:45 PM	Ar.	St. Louis..............	Lv.	9:04 AM

J. B. EDMUNDS
Asst. Gen'l Passenger Agent
714 14th St., N.W.
Washington, D. C.
TELEPHONE:
NAtional 0748

CHESAPEAKE and OHIO

AT WJSV OPENING—These are the announcers of the new CBS outlet in Washington, photographed at opening ceremonies Oct. 20. Left to right they are Robert Trout, Lawrence Elliott and A. D. Willard.

FRANK WESTPHALL, director of the WBBM-CBS Chicago studios orchestra, is the father of a 7-pound baby girl, born Oct. 23.

J. F. WHALLEY, head of the general office of the NBC Chicago studios, was married to Ruth Eikenberry, his secretary, Oct. 4. Evelyn Partridge, formerly of the traffic department, is now Mr. Whalley's secretary.

GERTRUDE EBERHARDT, NBC hostess of the Chicago studios, recently married Elmer Lampe, football coach of Carleton College, Northfield, Minn. Her place on the NBC staff has been taken by Mary Dewey.

ILOMAY BAILEY, NBC vocalist and wife of Lee Sims, has returned to her home from the hospital where she underwent a major operation two weeks ago. Miss Bailey's recovery has been so rapid that it is expected that she will return to the air in a short time.

GENE AUTRY, the Oklahoma "Yodeling Cowboy", has returned to WJJD, Chicago, for a daily early morning spot.

TRUMAN BRADLEY, formerly with the CBS in New York and KMTR, Hollywood, has been signed as regular announcer for WBBM, Chicago. He will announce under the name of "Captain Jack". Bradley also takes the role of "Brad" in the "Easy Aces" dramatization on CBS.

STEWART DAWSON, formerly with KYW and WIBO, has joined the announcing staff of NBC, Chicago.

NORMAN BARRY has taken over the position of personal announcer to Mark Fisher, whose orchestra broadcasts over KYW (Chicago) from the Edgewater Beach Hotel. Barry formerly was chief announcer of WIBO, Chicago.

SEVERAL well-known performers of the WLS National Barn Dance presented over the Chicago station each Saturday evening, have concluded a brief theatrical tour to Rockford, Aurora, and Elgin, Ill. The cast included Rube Tronson and his Texas Cowboys, the Maple City Four, the Arkansas Woodchopper, the Three Little Maids, Ralph Waldo Emerson, and Hal O'Halloran.

BORN, to Ford Bond, NBC announcer in New York, and Mrs. Bond, a daughter, Alice Marylyn, in Brooklyn Hospital, Oct. 18.

THE NEAL SISTERS, song trio, and Gertrude Morse, soprano, have signed with NBC Artists Service.

MIMO BONALDI, Italian baritone, is a recent addition to the artist staff of WIBO, Chicago.

LEW KENT, program director of WRDW, Augusta, Ga., has been transferred to WBHS, Huntsville, Ala., as studio and program director.

PHILIP JAMES, composer of the prize-winning "Station WGZBX" and conductor of the Little Symphony Orchestra on WOR, Newark, will be the topic of Walter Damrosch's twelfth music appreciation program on NBC.

ARTHUR TRACY, the Street Singer, heard on CBS, and Beatrice Margel were married recently.

THOMAS (FATS) WALLER, noted Negro composer and entertainer, has joined the staff of WLW, Cincinnati.

FRANK CRUMIT, NBC singer, has been elected Shepard of the Lambs Club, the highest office in the famous old theatrical organization which has counted America's greatest actors as its members for the last 58 years.

IRVING SELZER, musical director of WMCA, New York, has organized a new 10-piece house band. WMCA also reports the addition of Ray Winters, Bob Bingham and Perry King to its announcing staff, the first two returning to their old jobs.

JOHN STEVEN McGROARTY, author of the Mission Play in California, will give his initial radio series over KGER, Long Beach, Cal., with Sunday broadcasts on books and literature dealing with early Southern California history.

THE GIRLS' trio at KFOX, Long Beach, Cal., (Rolly Wray, Pauline and Christine Stafford) late in October left the station to embark on a winter tour of Pacific coast Orpheum theatres.

FRANK W. ASPER, noted European-trained master organist, is announced by KSL, new CBS link at Salt Lake City, as having charge of the console of the giant Mormon Tabernacle organ during concerts for the next few weeks.

LUCILLE FOWLER, contralto at KOA, Denver, for several years, has moved to Hollywood. Her Southern California radio debut was made the middle of October via KFWB from the Los Angeles Breakfast Club.

"THE HARMONY KINGS," radio and vaudeville artists of the mid-west, have joined the staff of WGAL, Lancaster, Pa. During their first appearance in the east they are broadcasting for a half hour each afternoon over WGAL.

LYNN CHURCH, formerly KFRC announcer, has joined KYA, San Francisco, in similar capacity.

ELSA CRAIG MacCOLL, graduate of Royal College of England and winner of the Clementi Scholarship, will broadcast a series of programs over WIP-WFAN, Philadelphia. The internationally known pianist has just completed a tour of the capitals of Europe. She was a featured artist on BBC while in London.

Successful Radio Programs

result largely from a shrewd selection of appropriate talent. . . . A clever choice of capable artists may be effected by consulting with NBC ARTISTS SERVICE. . . . This organization, presenting a more brilliant array of representative artists than any other agency of its kind, offers an unusual service to broadcast advertisers. . . . Incidentally, this wide range of talent and the extensive facilities of NBC ARTISTS SERVICE are available for all forms of public entertainment and private functions, including lectures, concerts, banquets, conventions, dances, recitals, stage productions, motion pictures and phonograph recording. . . . Inquiries will receive immediate attention.

★ ★ ★ ★ ★ ★

NBC ARTISTS SERVICE • 711 FIFTH AVENUE • NEW YORK CITY

GEORGE ENGLES . . . MANAGING DIRECTOR

BOSTON
WASHINGTON
SCHENECTADY
CHICAGO
DENVER
PORTLAND, ORE.
SAN FRANCISCO
LOS ANGELES

WHEN YOU
MEASURE COVERAGE

. . . don't forget
percentage modulation

▼

■ Field-intensity data are basic in determining coverage, but they aren't the whole story by any means. Percentage modulation is just as important a factor in pumping more power through your listeners' loud-speakers.

■ Consider that an increase in percentage modulation from 50% to 100% will increase the loud-speaker power by four times. Yet the field intensity of the carrier remains the same. That is why the Federal Radio Commission demands that you modulate at high percentage.

■ But remember that unless you exercise extreme care your high-percentage modulation will be accompanied by serious distortion. Even in properly designed transmitters a wrong value of grid bias, for example, may cause trouble.

■ You can check on the performance of your transmitter at high-percentage modulation by means of a General Radio modulation meter. It not only measures accurately your percentage modulation, but it shows up distortion due to asymmetrical modulation of the carrier. The General Radio modulation meter is coupled to the transmitter-output circuit, its operation is in no way influenced by transmitter changes.

Let us tell you more about the General Radio modulation meter. Write us for literature.

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Frequency Monitor
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Audio Transformers
Distortion Meter
Piezo-Electric Quartz
Crystals

GENERAL RADIO CO.
INSTRUMENTS OF PRECISION AND DEPENDABILITY
CAMBRIDGE A, MASSACHUSETTS

IN THE CONTROL ROOM

EDWIN K. COHAN, technical director; S. G. McAllister, construction engineer; A. B. Chamberlain, chief engineer, and W. B. Lodge, engineer, of the New York CBS staff, were in Washington Oct. 20 for the inaugural of WJSV, Alexandria, Va., new capital outlet of CBS.

PHIL MERRYMAN, formerly with WRC, Washington, has joined the operating staff of WJSV, Alexandria.

MAX KELCH, one time at KMTR, Hollywood, is now an operator for KRKD, Los Angeles.

WALTER PARKER, pioneer amateur radioman, who handled the pickup for the first nation-wide network feature from a Navy airplane for CBS during the Hoover inaugural in 1928, has joined the operating staff of WMAL, Washington.

BORN, to Don Alexander, engineer of WAAF, Chicago, and Mrs. Alexander, a 9-pound son, Donald William, III, Oct. 3.

THE ENGAGEMENT of Joseph Chambers, technical supervisor of WLW, Cincinnati, to Miss Cecelia Byron, of Ft. Thomas, Ky., has been announced.

LESTER BOWMAN, chief engineer of WJSV, Alexandria, Va., was severely burned Oct. 22 while repairing a burning coil that interrupted the station's operation for nearly two hours.

LOUIS SUMNER BOOKWALTER, former New York division engineer of CBS, now technical director of KOIN, Portland, Ore., has just completed the installation of a master control and modern studio equipment for KOIN.

DON WOODWARD, formerly of KDKA, Pittsburgh, and Lloyd Wingard, formerly with RCA Victor Co., Camden, N. J., have joined the engineering staff of WGAR, Cleveland.

ALBERT RUTHERFORD, formerly with WFBM, Indianapolis, has joined the engineering staff of CKOK, Windsor-Detroit.

WKBF Sale Option

CURTIS Radiocasting, Inc., announced Oct. 24 that it has granted an option to Chicago interests for the sale of WKBF, Indianapolis. Details have not been made public. James D. Carpenter, in charge of WKBF, said that no changes in the personnel are contemplated in event of the sale, but the general program style will be revised. While definite confirmation is lacking, it was said that WKBF possibly will become a member station of the NBC red network. The Curtis group operate stations at Evansville, Indianapolis, Terre Haute, Culver and Decatur.

Community Booster

A SPONSOR that carries only five words of advertising, the name of his company, presents a weekly 30-minute community feature over WGAL, Lancaster, Pa. He is Charles S. Goodman, manager of the local Bricker Baking Co., who dedicates each program to the community's civic clubs, organizations and educational group, presenting 5-minute speakers and announcing only that the series is offered by the "Bricker Baking Co., domestic experts." Series of 26 programs renews over WGAL Nov. 2.

Improve Your Broadcast
and Beautify Your Studio with
USG Sound Control Service

USG Sound Control Service not only provides the kind of acoustics that put your broadcast on the air in the most effective manner, but also provides studio decoration that will convince your clients of the efficiency and up-to-dateness of your studio.

Among the many studios we have assisted to combine satisfactory acoustics with beautiful interiors are the following:

KDKA, KSO, WBEN, WDOD, KYW, WJKS, WBRC, WNAC, WENR, NBC (Chicago and New York), Radio City, N. Y., WBBM, WMAQ, WCFL, WHFC, WCHI, KMBC, WHK, WIBA, WCCO, WMCA, KQV, KWK, KMOX, KLX, WBZ, WWVA, WTAG, WCAO, WHO, WSPD, WSM.

Consult some of the officials of the above studios when you meet them at the NAB Convention. If possible listen in on one of their broadcasts. Visit one of their studios.

We ask an opportunity to show you how USG Sound Control Service can be made to help improve your broadcast to the end that you may profitably serve more advertisers. A letter or post card will put a trained USG Acoustical Engineer at your service. Address United States Gypsum Company, 300 West Adams St., Chicago.

USG

UNITED STATES GYPSUM CO.
SOUND CONTROL SERVICE

The Mixing Bowl

The Outstanding Radio Cooking School

The Mixing Bowl is not *just another cooking school,* its three weekly presentations embrace thirty minutes of editorially treated food values offered in a human way, after the product has been tested and prepared in a model kitchen. Into each discourse is woven the merits of the advertised product. Recipes given over the air tell how products should be prepared and served.

As an extra measure of service to advertisers, the recipes are then printed and mailed to listeners, over 10,000 of whom have been provided with an attractive loose-leaf binder to retain the recipes. These copies are widely distributed in New England homes. All this at no cost to the advertiser.

The Mixing Bowl is under the direction of Miss Florrie Bishop Bowering, a noted home economist, who has been associated with WTIC for 3 years.

*A well-known Connecticut manufacturer of an electric kitchen appliance contracted with the Mixing Bowl for a thirteen-week test campaign starting October 1, 1931. Upon the basis of his returns from the Mixing Bowl he bought on November 2, 1931, thirteen stations on the Blue Network and followed a month later by clearing the entire Blue Network out to the Pacific Coast. This concern is today one of the enthusiastic clients of the Mixing Bowl. The factory has been working full time since he began radio advertising.

*A manufacturer of a food product used daily in the home, after advertising in WTIC's Mixing Bowl for a year, has just renewed his contract for another twelve-month period. Last year he took part in every New England radio cooking school. This season, after a study of returns, he has decided to use WTIC alone.

(*Names upon request)

WTIC

Participation in the Mixing Bowl will cost you $75 per week, minimum contract twenty-six weeks.

50,000 WATTS — Dominates Prosperous New England

THE TRAVELERS BROADCASTING SERVICE CORP.

HARTFORD, CONNECTICUT • ASSOCIATE N·B·C

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

SPONSORED by the Rumford Chemical Co., Rumford, R. I., a Radio Cooking School was instituted Tuesday and Friday mornings, beginning Oct. 18, on WLW, Cincinnati, with Elizabeth Ann Baker, noted dietician, as its conductor. WLW on Oct. 16 started Harry Sosnick and his Phoenix Hosiery orchestra, with trio known as "Phoenix Travelliers," and Madame D'Orsay, Parisian style expert, for the Phoenix Hosiery Co., Milwaukee.

NEW ACCOUNTS on WGAR, Cleveland: Pebeco, Inc., New York (toothpaste) three nights weekly, with "Songs for Sale," variety and Ev Jones "The Old Skipper," 26 weeks, through Scott Howe Bowen, New York; B. R. Baker, Cleveland (Fashion Park Clothes chain store), 26 weeks, daily sports review by Ellis Vanderpyl, 1928 Olympic sprint star, placed through Fisher & Kirk, Cleveland.

DOUGLAS CANDY Co., St. Joseph, Mo. (Davis mentholized beans) is sponsoring all football games of the Southwestern conference over WFAA, Dallas; account placed by M. C. Taylor Co., Kansas City. Hudson Motor Co., through Erwin, Wasey & Co., New York, has placed a series of 5-minute evening programs over same station to introduce the new Hudson-Essex "Terraplane." Phoenix Hosiery Co., Milwaukee, is sponsoring a 15-minute program Fridays, placed through J. Walter Thompson Co., Chicago, and Scott Howe Bowen, Inc.

AMONG the accounts reported by WAAF, Chicago, are: Agar Packing & Provision Co., Bendix-Stromberg Co., Boston Store, Blue Valley Creamery Co., Fine Arts Association, Florsheim Shoe Co., General Motors Truck Co., Hess Witch Hazel Cream, Ice Cream Institute, S. C. Johnson floor wax, Motive Parts Co. of America, Personal Finance Co., Reliable Packing Co., Sears, Roebuck retail stores, Wizard plant food and Zion Baking Industries.

NEW ACCOUNTS on WIP-WFAN, Philadelphia: My-T-Fine Dessert Corp., Philadelphia; L. N. Renault & Sons, Inc. (wine tonic); L. Dubrow & Sons (Jewish program); Dial Shoe Co., Philadelphia; Golden Brand Food Products; Albert Barnes Memorial Church, Philadelphia; Louis Cohen, (furriers); Wurlitzer Musical Co.; Kelvinator Sales Corp.; Mawson De Many and Forbes (furriers); Wear-Ever Cushion and Mattress Co., Philadelphia; (all above accounts placed direct); Fox Weiss Furriers, through Harry Fegenbaum; Phillips Packing Co., through Aitkin-Kynett Agency; Radio Cooking Club of America, through Cecil, Warwick & Cecil, Inc.

WIBO, Chicago, has signed the International Chemical Co., Chicago, (Shavolene) to year contract beginning Oct. 31, including a nightly 15-minute period of melody by the "Mobile Moaners," novelty song and instrumental duo; handled direct. Another new contract, with the Remien and Kuhnert Co., Chicago, (paints and wallpaper) is continuing on this station for an indeterminate period, featuring Vera de Camp, soprano, Thursday evening. A series of setting-up exercises began Oct. 17 under the sponsorship of the Chicago Y. M. C. A., at 9 a.m. daily. Oscar Mayer, Chicago, (packer) began a series of announcements Oct. 24, continuing indefinitely; account through C. Wendel Muench agency.

WOC-WHO, Des Moines, reports following new accounts: Western Grocer Co., Marshalltown, Ia., through Coolidge Advertising Agency, Des Moines; Earl Ferris Nursery, Lessing Advertising Co., Des Moines; Phoenix Hosiery, Scott Howe Bowen, Inc., New York; Mantle Lamp Co., of America, Chicago; Scientific Laboratories, Inc., San Francisco, Bob Roberst & Associates, San Francisco; Edna Wallace Hopper, World Broadcasting System, New York; Father Coughlin, Grace & Holliday, Detroit; Dr. Hess and Clark, N. W. Ayer & Son, New York; Association of American Glycerine, Scott Howe Bowen, Inc., New York; Maryland Pharmaceutical Co., Baltimore, Joseph Katz Co., Baltimore; Campbell Cereal Co., Northfield, Minn., Rogers & Smith, Chicago; Reid, Murdoch & Co., Chicago, (food products) Rogers & Smith, Chicago; The Nu-Way Corp., Rock Island, Ill., Ferry-Hanly Co., Rock Island, Ill.; Rumford Chemical Co., Rumford, R. I., (baking powder) Scott Howe Bowen, Inc., New York; Tenex Laboratories, Cedar Rapids, Ia., L. W. Ramsey & Co., Davenport, Ia.; Arzen Laboratories, Clinton, Ia., (nasal oil) Coolidge Advertising Co., Des Moines; S. S. Kresge & Co., New York, N. W. Ayer & Son, New York; Morton Salt Co., Chicago, Wado Advertising Agency, Chicago; General Mills, Inc., Minneapolis, (Bisquick) no agency.

KROW, Oakland, Cal., reports the following accounts: Crazy Wells Co., Crazy Wells, Tex., (mineral water), featuring "The Texas Cowboy"; Polytechnic College of Engineering, Oakland, entertainment and talks on engineering; Jackson Furniture Co., Oakland, renewal of Italian and Portuguese language programs; Auburn Sales Co., San Francisco, daily time signals.

MONRO PUBLISHING Co., Chicago, is sponsoring a daily except sunday series of 52 "character analysis" broadcasts over WBAP, Fort Worth. accounts being placed by Free & Sleininger, Inc., Chicago. Bost Toothpaste Co., New York, on Oct. 20 started the "Rajput" series over WBAP for 13 weeks, twice weekly.

SILENT GLOW Oil Burner Corp., Hartford, Conn., started 13-week sponsorship of weather reports on WGY, Schenectady, on Oct. 6, daily except Sunday afternoons. Charles W. Hoyt, Inc., New York, handles the account.

WBBM, Chicago, reports the following accounts: E. Griffith Hughes, Inc., Rochester, N. Y., (Kruschen Salts) 52 weeks, daily program featuring male harmony team starting Oct. 30, through Harold Frazee Co., New York; Princess Pat, Ltd., Chicago, (cosmetics) "Princess Pat Pageant," half-hour Monday nights, starting Oct. 24, through Critchfield & Co.; John R. Thompson Co., (restaurants) and Williamson Candy Co., Chicago, football previews by Pat Flannagan, both through Michael, Faust, Dickson & Leland, Chicago; Chicago Bowling Alley Owners Ass'n., bowling lessons for women, four times weekly, through Schweitzer-Steitz, Chicago; Folds Macaroni Co., New York, "Tarzan of the Apes" transcription series, daily except Friday and Sunday, through Gotham Advertising Co., New York.

WESTINGHOUSE E. & M. Co., New York, on Oct. 12 started songs and patter on WJZ, New York, Wednesday and Friday, 12-12:15 p.m. Fuller & Smith & Ross, New York, handles the account.

K. A. HUGHES Co., Boston, (Salicon) has signed for a spot on WMCA, New York, which also has signed the following new local accounts, placed direct: Busch Jewelry Co., Blinn Shoe Co., and Certified Merchants.

NATIONAL accounts reported by WTMJ, Milwaukee: Edna Wallace Hopper, Inc., twice weekly 5-minute morning transcriptions, Oct. 25 to Jan. 19, placed by Blackett-Sample-Hummert, Chicago, through World Broadcasting System; Phoenix Hosiery Co., Milwaukee, six Friday programs until Nov. 18, through Scott Howe Bowen and the J. Walter Thompson Co., Chicago; General Mills (Bisquick), three times weekly from Oct. 17.

RIVAL PACKING Co., Chicago, has signed with WGN, for a 10-week series of musical programs entitled "The Whistler and His Dog." The series, which began Oct. 30, is on the air Thursday mornings and Sunday afternoons. Contract was handled through Charles Silver & Co. Agency, of Chicago.

CATERPILLER TRACTOR Co., Peoria, Ill., has renewed its third year of sponsorship of the "Maple City" Four on WLS, Chicago, three times a week.

BULLISH BUSINESS—Scan the records as you will, you won't find any direct connection between running a herd of prize Hereford bulls and running a broadcasting station. But that happens to be the situation with WREN, Lawrence, Kan., which has five prize-winning bulls from its farms just west of Lawrence entered in stock shows throughout the middle west. Left to right, with a bull's-width separation between them, are M. Conrad McGrew, Leland Barrows and Ernest Pontius, WREN announcers, and Vernon H. "Bing" Smith, WREN manager, all of whom have been with the station practically since its inception.

NEW ACCOUNTS on WOR, Newark, include: Carleton & Hovey Co., Boston, (Father John's Medicine), placed through Broadcast Advertising, Inc., Boston; George Washington Hotel, New York, through Wadsworth & Casmir, Inc., New York; Louis Philippe, Inc., New York, (cosmetics) through World Broadcasting System; and Edna Wallace Hopper, Inc., New York, (cosmetics) through World Broadcasting System, Emigrant Industrial Savings Bank, New York, has renewed its contract for 13 weeks.

TWO NEW program series began on KMOX, St. Louis, Oct. 24, one signed for a period of six months, and the other for 13 weeks. The longer program for the Minute Rub Corp., St. Louis, (liniment) consists of a "Jack and Jill" domestic comedy dramatization, five nights a week; handled direct. The other is sponsored by the Aloe Optical Co., St. Louis, and consists of weekly dramatizations of human interest stories, Sundays; handled direct.

MANTLE LAMP Co. of America, Chicago, has placed a weekly transcription featuring "Smiling Ed" McConnell for 26 weeks on CKOK, Windsor-Detroit. Account was placed by Philip O. Palmer Agency, Chicago. Stokely Brothers Co., Louisville (Sally Stokely recipes) on Oct. 21 started the Sally Stokely transcription series for 26 weeks on CKOK, placed by Gardner Advertising Co. and McElhinny & Associates, St. Louis.

J. A. FOLGER & Co., San Francisco, (Folger's coffee) started Lorna Fantin (the Old Gold Girl) on KHJ, Los Angeles, and KFOX, Long Beach, Cal., Oct. 17. Program may be heard at 11 a.m., Monday, Tuesday, Thursday and Friday.

NETWORK ACCOUNTS

SOUTHERN DAIRIES, Inc., Washington, D. C., on Oct. 20 started Ted Husing, Sally Sothern and the "Redheads" on 13 CBS Dixie Network stations, Thursday, 7:30-45 p.m., EST, 13 weeks. McKee & Albright, Philadelphia, handles the account.

JOHN F. JELKE Co., Chicago, (Good Luck Margarine) on Oct. 24 started "Captain Jack," juvenile program, on 10 CBS stations, Monday through Friday, 5:15-30 p.m., rebroadcast 7-7:15 p.m., EST, 13 weeks. Blackett-Sample-Hummert, Inc., Chicago, handles the account.

BUICK MOTOR Car Co., Detroit, on Oct. 24 started "Buick Travelers" and Paul Whiteman and orchestra on an NBC-WEAF network and supplementary groups, Monday, 9:30-10 p.m., EST, 23 weeks. Campbell-Ewald Co., Detroit, handles the account.

CHEVROLET MOTOR Car Co., Detroit, on Nov. 18 starts Al Jolson, quartet and orchestra on an NBC-WEAF network and KFSD and KTAR, Friday, 10-10:30 p.m., EST, 39 weeks. Campbell Ewald & Co., Detroit, handles the account.

CARNATION Milk Co. program on Oct. 31 was to be changed from 9:30-10 p.m. to 10-10:30 p.m., EST., Monday, on the NBC-WEAF network. Formerly program was on NBC-WJZ.

THE ENO CRIME Club program, sponsored by J. C. Eno, Ltd., London, England, (Eno Salts); Harold F. Ritchie & Co., New York, changes its schedule on CBS Nov. 2. Until the end of the year the Crime Club will be heard on Wednesday nights from 9:30 to 10 o'clock, EST.

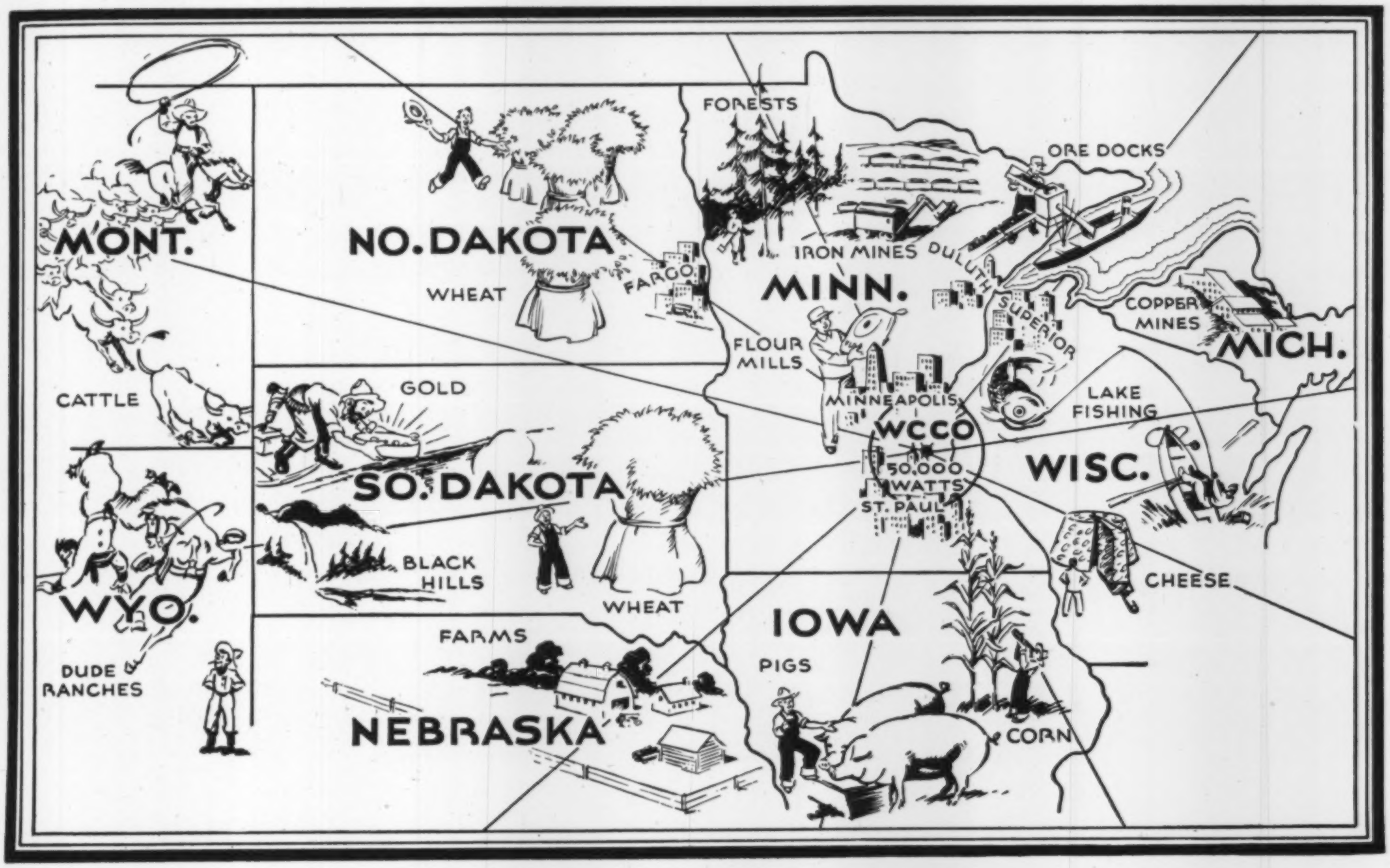
MALTED CEREALS Co., Burlington, Vt., (Maltex) on Oct. 26 changed schedule of "Maltex Safety Soldiers" dramas from 5 to 5:45 p.m., EST, Wednesday and Friday, on the NBC-WEAF network.

R. B. DAVIS Co., Hoboken, N. J., (Cocomalt) is now sponsoring George Hutchinson and his "flying family" on NBC-WEAF network three nights weekly.

XUM

Gateway to the Great Northwest

MINNEAPOLIS **WCCO** SAINT PAUL


MONT.
CATTLE
WYO.
DUDE RANCHES
NO. DAKOTA
WHEAT
FARGO
SO. DAKOTA
GOLD
BLACK HILLS
WHEAT
NEBRASKA
FARMS
FORESTS
IRON MINES
DULUTH
SUPERIOR
ORE DOCKS
MINN.
FLOUR MILLS
MINNEAPOLIS
WCCO
50,000 WATTS
ST. PAUL
COPPER MINES
MICH.
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WISC.
CHEESE
IOWA
PIGS
CORN

50,000 WATTS

WCCO

Presents

NOON HI-LITES

12:00 noon to 1:00 p. m.
Daily except Sunday

The Northwest's Most Popular Noonday Feature

Featuring:

Norvy Mulligan	and his 11-piece band, which has just completed a four months' engagement at the Hotel Lowry, St. Paul.
Douglas Baldwin	as Master of Ceremonies. Creator of the Sears Roebuck Down Home Hour, the Jamesway Barn Dances, the Gold Medal Feed programs and other WCCO features.
Jim Jennings	the Wyoming cowboy yodeler in his first radio engagement.
The Banjo Twins	a string and vocal harmony team heard both locally at WCCO and in Columbia chain broadcasts.
	And other features.

Participation in Noon Hi-Lites may be purchased in periods of from 5 minutes up

NORTHWESTERN BROADCASTING, *Inc.*

H. A. BELLOWS, Pres. Offices: Nicollet Hotel, Minneapolis E. H. GAMMONS, Vice Pres.

J O-CUR, Inc., Chicago (wave setting lotion) on Oct. 16 started Victor Arden's orchestra, with Beatrice Mabie, beauty expert, and guest stars as the "Sunday Matinee of the Air," over 15 CBS stations, Sunday, 2:15-2:45 p.m., EST. Blackett-Sample-Hummert & Gardner, New York, handles the account.

BUICK - OLDSMOBILE - PONTIAC Sales Co., Detroit, on Jan. 5 starts Col. Stoopnagle and Bud, Andre Kostelanetz and orchestra and 16 voice chorus on 57 CBS stations, Thursday, 9:30-10 p.m., EST, 26 weeks. Campbell-Ewald Co., Detroit, handles the account.

INTERNATIONAL SILVER Co., Meriden, Conn., on Nov. 10 starts Tony Wons on 53 CBS stations for two weeks, Thursday, Friday, Saturday, 9:30-45 p.m., EST, rebroadcast at noon-12:15 p.m. The Ralph H. Jones Co., New York, handles the account.

THE MUSTEROLE Co., Cleveland, (Musterole, Zemo) on Oct. 31 started Whispering Jack Smith, the Humming Birds and Arnold Johnson's orchestra on 22 CBS stations, Monday and Wednesday, 8-8:15 p.m., EST, 26 weeks. Erwin, Wasey & Co., handles the account.

GREAT ATLANTIC & Pacific Tea Co., New York, on Oct. 17 started Booth Tarkington "Maud and Cousin Bill" Sketches on NBC-WJZ network, Monday, Wednesday, Friday, 5-5:15 p.m., EST, two weeks. J. A. Simspon, Pittsburgh, handles the account.

GENERAL ELECTRIC Co., New York, on Oct. 10 renewed the "G. E. Circle" program on a split NBC-WEAF network, Mondays with Albert Paysone Terhune, Wednesdays with Mrs. Littledale and Fridays with Mme. Sylvia, and also including Grace Ellis, Heywood Broun, Theodore Webb, Eddie Dunham and Ted Jewett, all 5:45-6 p.m., EST. Batten, Barton, Durstine & Osborn, New York, handles the account.

THE TEXAS Co., New York, (gasoline) on Oct. 25 renewed Ed Wynn and "Fire Chief Band" with Graham McNamee and quartet for one year on NBC-WEAF network and supplementary groups, Tuesday, 9:30-10 p.m., EST. Hanff Metzger, Inc., New York, handles the account.

NATIONAL SUGAR Refining Co., New York, on Oct. 31 changed "Jack Frost Melody Moments" to Monday, 9:30-10 p.m., EST, on the NBC-WJZ network.

SWIFT & Co., Chicago, on Oct. 31 changed the "Pat Barnes in Person" program to Monday, Tuesday, Wednesday, 8:45-9 p.m., EST, on NBC-WJZ network to Chicago.

JANE E. CURRAN Co., New York, ("Pacquin" hand lotion) on Oct. 9 started Ranny Weeks 16-piece orchestra, "The Singing Strings" conducted by Charles H. Hector and "Pale Hands," character reading through hands, Sundays, 5-5:30 p.m., over WNAC, WEAN and WDRC of Yankee Network with WOR added. Account continues to April 2, 1933. placed by H. E. Lesan, New York.

BIRDSEYE PACKING Corp., (Birdseye Frosted Foods) through Wolcott & Holcomb, Boston, on Oct. 14 began a year's series on "Women in the News," dramatizing current news events concerning women, with staff orchestra, over 9 Yankee Network stations, Tuesday and Friday, 9:45-10 a.m.

NEW ENGLAND COKE Co., Boston, on Oct. 17 began Ruby Newman's orchestra, with Adrian O'Brien, tenor, over 4 Yankee Network stations, Monday, 8:30-8:45 p.m. Account to run for a year is handled by Louis Glaser, Boston.

EIGHT Yankee Network stations are included in the Father Coughlin special hookup, Sundays, 4-5 p.m., placed by Grace & Holliday, Detroit. to run from Oct. 16 to April 16, 1933.

CONSIDER THIS ▪

▪ When you advertise over the radio, you are talking to family groups in their own homes. To have your message listened to and absorbed, you must be on friendly terms with "the folks." For over two-thirds of a century the owners of WNAX have been making friends of the families living in North and South Dakota, Minnesota, Iowa, and Nebraska. That's why messages from WNAX are received in a friendly spirit. That's why these messages get a response that "tickles the advertiser 'most to death."

You can take advantage of this friendly spirit by advertising with

▪

1.000 WATTS
570 KILOCYCLES
526 METERS

WNAX.

YANKTON • SOUTH DAKOTA

AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

PROSPECTS

GLIDDEN, HYDE Co., Boston, (Tripletoe hosiery) will use radio with newspapers in a campaign to be directed by Chambers & Wiswell, Inc., Boston.

THE ALLEN-A Co., Kenosha, Wis., (hosiery and underwear) will make up its lists during November, using radio with other media. D. K. Newell is advertising manager. William H. Rankin Co., Chicago, places the account.

BLACKSTONE PRODUCTS Corp., New York, (Tasty-Lax chocolate laxative) will use radio and newspapers in a new campaign. Peck Advertising Agency, New York, handles the account.

SKAT-A-RAT Corp., Providence, R. I., will use radio and newspapers in a campaign to be handled by Lampher & Schonfarber, Providence.

AYER COMPANY, Lowell, Mass., (Cherry Pectoral) has placed its account with Calkins & Holden, New York, and will use radio with newspapers, posters and direct by mail.

CREEK CHUB BAIT Co., Garrett, Ind., (artificial fishing lures) makes up lists during November, using radio with other media. Account is placed by Ross Advertising, Inc., Fort Wayne, Ind.

AUTOMATIC WASHER Co., Newton, Ia., (electric washers, ironers, moth exterminators and Steelbilt ironing tables) will make up lists during November and December, using radio with other media. Frank B. Lower is advertising manager. Account is handled by Rogers & Smith Advertising Agency, Chicago.

AGENCIES AND REPRESENTATIVES

THE ACCOUNT of the Missouri, Kansas & Texas Railroad (St. Louis office), placed with KMOX, St. Louis, began over that station last April and is being placed by Ehlinger & Higgs, Tulsa agency, instead of being handled direct, as previously reported in Broadcasting. Harland Eugene Read and Garnet A. Marks, who present the program entitled "Katy News Express," are on the staff of the agency.

D. D. HOGATE, formerly of the Cleveland News and Advertisers, Inc., of Chicago, has established his own agency in Cleveland with headquarters in the Statler Hotel. He is handling advertising and news promotion for WGAR, Cleveland.

THE RIESER Co., Inc., New York, (Venida hair nets, bob pins, waveset and oil shampoo) has placed its advertising with Lawrence C. Gumbinner Advertising Agency, New York.

DAWN CIGARETTES, Inc., Louisville, Ky., (Dawn Cigarettes) has placed its advertising with Kenyon & Eckhardt, Inc., New York.

THE GREEN, FULTON, CUNNINGHAM Co., Chicago, is placing the following new accounts: Boyer International Labs., Chicago, (cosmetics); the Lape & Adler Co., Cincinnati, (shoes); Marinette Knitting Mills, Marinette, Wis., (women's dresses); Schutter-Johnson Candy Co., Chicago; The Vitrolite Co., Chicago, (Vitrolie for counters, table tops, etc.).

KIRTLAND-ENGEL Co., Chicago, is now placing the following accounts: Cudahy Packing Co., Chicago, (Puritan hams, bacon, lard and cooked ham, Meadow Grove Club Cheese and clix shortening); Case-Moody Pie Corp., Chicago; Hy-G-Toi, Chicago (sanitary toilet seat covers); National Kraut Packers Assn., Clyde, O.; National Peanut Products Assn., Chicago; National Pickle Packers, Chicago; Nick Nichols, Chicago, (cartooning course); Republic Chemical Co., Chicago, (Korrex 202).

RICHARDSON, Alley & Richards Co., New York, has been appointed by the W. A. Taylor & Co., New York, importers of Martini and Rossi Vermouth and other non-alcoholic products, to direct its national advertising account.

A NEW advertising agency has been organized in New York under the name of the Boyle, Zipprodt Corp., with offices at 60 East 42nd Street. Officers are John D. Boyle, formerly vice president of the Reddington Agency, Inc., chairman of the board; Robert E. Zipprodt, also of the Reddington Agency, president; Fred C. Burger, art director; John Goebel, secretary and acting treasurer.

Thurston on the Air

ANNOUNCING his retirement from the stage, Howard Thurston, the noted magician, turns his talents to radio Nov. 3 when he begins a series for Swift & Co., Chicago packers, over an NBC-WJZ network, to be heard from 8:45 p.m., EST, with a repeat for the Pacific coast from 12:15 a.m., EST, Thursdays and Fridays. He will tell stories of his adventures, adapted to radio with the collaboration of John Gihon, Chicago continuity chief of NBC, who has long been a friend of the magician. Account is handled by J. Walter Thompson Co., Chicago.

MODERNIZED

The TESTED SPOT for TEST PROGRAMS

THE MIDDLE-WEST'S OUTSTANDING BROADCASTING STATION

KMBC

A KEY STATION OF COLUMBIA BROADCASTING SYSTEM.

To give the Advertiser MAXIMUM COVERAGE, from New Western Electric Dynamic Microphones to the Newest Accomplishment of the Bell Laboratories in Broadcast Transmitters, KMBC Equipment is Modernized.

To give the Advertiser MAXIMUM CIRCULATION, from Creation and Production of Programs to the Effective Merchandising Thereof, KMBC is Departmentally Modernized.

KMBC of KANSAS CITY

STATION NOTES

WWL, New Orleans, operated by Loyola University, has moved its studios into the Roosevelt Hotel. About $100,000 was spent in equipment.

A TALENT BUREAU has been formed by WGAL, Lancaster, Pa., booking the station's most popular acts are being booked regularly for public appearances at community shows, banquets, theatres, festivals and for commercial programs. The bureau is managed by Hines Hatchette, WGAL's program director, while Larry Nixdorf is the booking representative.

COMMERCIAL auditions are being held each Monday evening by WAAM, Newark, in order to stimulate the interest of prospective advertisers, according to James R. Cozier, program director.

WWVA, Wheeling, W. Va., has established a remote control studio in the Hotel Pittsburgher, Pittsburgh, to handle accounts in that city.

NEW Western Electric speech input equipment is being installed by WGAR, Cleveland, under the direction of R. Morris Pierce, chief engineer.

STAFF performers of WMAL, WRC and WOL, Washington, took part in the program of welcome to WJSV, Alexandria, Va., the new CBS Washington outlet, during its inaugural program the night of Oct. 20.

A FAT MAN'S instrumental trio, now known as "700 Pounds of Harmony," opened a weekly program on WINS, New York, Oct. 19. It consists of O. D. England, Ralph Miller and Louis Herkamp. The trio was formerly heard on WFBM, Indianapolis, as the "Harmony Trio."

WITHIN a period of nine days from Oct. 8, the Yankee Network reported six major football games to the New England audience. For the present season, it has 22 football contests scheduled, aside from the Sunday professional games it will carry.

A NEW SERIES of short plays entitled "Copy," built around newspaper life, was inaugurated Oct. 25 on WSM, Nashville. Ruth Adams Knight wrote the skits, and Madge West, director of the WSM Players, plays the leading role.

"BUFFALO Bill Rides" titles a new series of programs written for KLZ, Denver, by E. L. Thomas, production manager, in collaboration with Chauncey Thomas, historical writer.

KFXJ, Grand Junction, Col., carries a news-interview program that has as one of its highlights "Strange Happenings," along the lines of the Ripley newspaper feature. The station also carries the "KFXJ Newspaper of the Air," receiving its news reports via a teletype circuit from the newspapers with which it is affiliated.

THOMAS P. LITTLEPAGE, Jr., son of the senior member of the firm of Littlepage, Littlepage & Spearman, Washington, has just been notified by the Patent Office that his application, No. 239,766, has been allowed. This device is a long and short wave receiving set and according to the statement of the inventor "comprises means for adapting one receiver to stations both in the broadcast and the short wave bands without sacrificing the efficiency of the receiver in either band."

KMBC, Kansas City, is now originating 32 programs a week for CBS, many of them for relay to the western links of that network.

Actions of Radio Commission

(Continued from page 34)

transmitter within same building and make changes in equipment.

WSAJ, Grove City, Pa.—Granted license covering local move of station and installation of new equipment, 1310 kc., 100 w., specified hours.

KSEI, Pocatello, Idaho—Granted license covering change in frequency, increase in day power and installation of new equipment, 890 kc., 250 w. night, 500 w. LS, unlimited time.

KCMC, Texarkana Ark.—Granted authority to install automatic frequency control.

WEEU, Reading, Pa.—Granted consent to voluntary assignment of license to Berks Broadcasting Co.

KOCW, Chickasha, Okla.—Granted temporary renewal of license and set application for renewal for hearing.

WBAA, W. Lafayette, Ind.—Granted special authority to operate from 1:45 to 5 p.m., CST, Nov. 19, provided stations WCMA and WKBF remain silent.

WCAC, Storrs, Conn.—Granted special authority to operate from 2 to 4 p.m. EST, Nov. 12, provided WICC remains silent.

WBNX, New York—Granted special authority to use temporarily the transmitting apparatus of WCDA, from November to May 1, 1933, subject to Commission's decision on licensee's pending application for renewal of license.

WMSG, New York—Granted special authority to use temporarily the transmitting apparatus of WCDA, from Nov. 1, 1932, to May 1, 1933, subject to Commission's decision on applicant's pending application for renewal of license.

KLRA, Little Rock, Ark.—Granted special authority to use auxiliary tube in the power amplifier stage without interlocking switch, for period of 30 days until satisfactory interlocking switch is installed.

W6XS, Los Angeles—Granted extension of time from Nov. 1 to Dec. 1, in which to complete construction of experimental visual broadcasting station.

Granted temporary licenses subject to such action as the Commission may take on pending applications for renewal of licenses: WAWZ, Zarepath, N. J.; WKAB, Harrisburg, Pa.; WBMS, Hackensack, N. J.; WBNX, New York; WCDA, New York; WFAB, New York; WMSG, New York; WSMK, Dayton, O.; and KQV, Pittsburgh.

Granted temporary licenses, subject to such action as the Commission may take on their applications for renewal, which were designated for hearing: KGER, Long Beach, Cal., and KLO, Ogden, Utah.

Set for hearing: KRMD, Shreveport, La. —Renewal of license: NEW, J. E. Richards, Pine Bluff, Ark.—Requests CP for new station, 1340 kc., 250 w., D. operation.

Applications dismissed: NEW, J. B. Saunders, Center, Tex.—CP, 1310 kc., 100 w., specified hours (facilities of KFPM); NEW, W. B. Neal, Gallipolis, O.—CP, 1500-2000 kc., 30 w.

WMT, Waterloo, Ia. (Ex. Rep. 352)—Granted renewal of license to operate on 600 kc. with 500 w. regular power, unlimited time, sustaining Examiner Walker except in power assignment.

WMT, Waterloo, Ia., (Ex. Rep. 358)—Denied application to move transmitter and studio from Waterloo to Des Moines with no change in operating assignment, sustaining Examiner Walker.

WKBB, Joliet, Ill., (Ex. Rep. 405)—Affirmed grant of CP to move transmitter and studio from Joliet to near E. Dubuque, Ill., with operating assignment of 1500 kc., 100 w., half time, specified hours, sustaining Chief Examiner Yost. (Acting Chairman Lafount dissented.

Oral arguments were granted, to be held Nov. 17, in the following cases: KQV, Pittsburgh, and WSMK, Dayton, O. (Ex. Rep. 412); WNAX, Yankton, S. D. (Ex. Rep. 414); KGDA, Mitchell, S. D. (Ex. Rep. 414).

KNX, Hollywood, Cal.—Granted authority to extend equipment test for 10 days from Oct. 17.

WCCO, Minneapolis—Granted license, 810 kc., 50 kw., unlimited time.

WHDH, Boston—Authorized to conduct equipment test for ten days.

OCTOBER 25

WJEJ, Hagerstown, Md.—Granted modification of CP to change type of equipment.

KFPM, Greenville, Tex.—Granted renewal of license on 1310 kc., 15 w., specified hours.

KLPM, Minot, N. D., and KGCU, Mandan, N. D.—Granted authority to operate on a basis of sharing-time stations for the period from Oct. 1 to Nov. 7, in lieu of their present authorization for specified hours of operation.

KCRJ, Jerome Ariz.—Granted authority to operate from 8 p.m. until 12 midnight, Nov. 8, in order to broadcast election returns.

WPCH, New York—Granted authority to make move from Hoboken, N. J., to Flushing, N. Y., effective Oct. 25.

KRKD, Los Angeles—Granted CP to move transmitter locally in Los Angeles to same location as that of KFSG, and use KFSG's transmitter during period of the move.

Set for hearing: KECA, Los Angeles—Requests modification of license to change frequency from 1430 to 780 kc. (facilities of KTM and KELW).

Applications, set for hearing, denied because applicants failed to enter appearances: NEW, F. C. Carroll, Lakewood, O. —CP, 3255, 6425, 12850 kc., 5 w. intermittent hours; NEW, The Humphrey Co., Cleveland—CP, 6040, 12080 kc., 500 w., 4 hours day, 4 hours night.

OCTOBER 28

WROL, Knoxville, Tenn.—Granted modification of CP to change equipment and change commencement date from Aug. 29 to 10 days after, and completion date from Nov. 29 to 60 days after.

WHA, Madison, Wis.—Granted modification of CP extending completion date from Sept. 13 to Nov. 13, 1932.

WKBZ, Ludington, Mich.—Granted license covering changes in equipment and increase in power to 100 w., 100 kc.

WHAS, Louisville—Granted license covering new equipment and increase in power from 10 to 25 kw.

WHET, Troy, Ala.—Granted license covering erection of new station, 1210 kc., 100 w., D.

WRAK, Williamsport, Pa.—Granted temporary license subject to decision of Commission on pending application for renewal; to operate on unlimited time until completion of WJEQ at Williamsport, Pa., then simultaneous to share with WJEQ.

Set for hearihg: NEW, Jos. De Palma, Jeanette, Pa.—CP for new station, 590 kc., 250 w., D.; WTRC, Elkhart, Ind.—CP to change equipment and increase power from 50 to 100 w.

Applications denied and dismissed: WENC, Americus, Ga.—Denied authority to operate experimentally nighttime, 60 days with 50 w.

Applications dismissed at request of applicants: NEW, John Brownlee Spriggs, Pittsburgh—CP, 800 kc., 5 kw.; KROW, Richmond, Cal.—Modification license, 930 kc., 500 w., 1 kw. LS.

Action on examiners' reports: NEW, Edward Tomajko, Sr., Greensburg, Pa. (Ex. Rep. No. 408)—Denied CP for new station on 620 kc., 250 w. D., reversing Examiner Yost.

Examiners' Reports . . .

WMIL and WFAB, New York—Chief Examiner Yost recommended (Report 421, Dockets 1501, 1784, 1538 and 1785) that applications of WMIL for WFAB's facilities and for CP to operate on 1300 kc. with 1 kw. power be denied and that applications of WFAB for renewal of license and for assignment of license to Fifth Avenue Broadcasting Corp. be granted.

WWRL, Long Island, N. Y., and WMBQ and WMIL, Brooklyn—Chief Examiner Yost recommended (Report 422, Dockets 1742, 1743, 1727, 1735 and 1733) specific time-sharing schedules for each station on 1500 kc. with license renewals for WWRL and WMBQ.

KGRS, Amarillo, Tex.—Examiner Hyde recommended (Report 423, Docket 1763) that application for change in frequency from 1410 to 1340 kc. with different specified hours be granted. New schedule allows station six hours D. and three hours at night.

KFSD, San Diego, Cal.—Chief Examiner Yost recommended (Report 424, Docket 1756) that application for modification of CP to increase nighttime power from 500 w. to 1,000 w. on 600 kc. be granted.

WKBS, Galesburg, Ill.; NEW, Maurice L. Barrett, East St. Louis, Ill.; NEW, Samuel E. Yaste and Burrel Barash, Galesburg, Ill.—Chief Examiner Yost recommended (Report 425, Dockets 1640, 1608, 1623 and 1713) that the applications of WKBS for renewal of license on 1310 kc. with 100 w., unlimited time, and for license to cover CP be denied as in default, that the application of Maurice L. Barrett for CP to operate on 1500 kc. with 100 w., unlimited time, be granted, and that application of Yaste and Barash for CP to operate on 1310 kc. with 100 w., unlimited time, be denied as in default.

Ireland's Station

WITH a power rating of 60 kw., the new Irish Free State station at Athlone, projected to operate along American lines and to be increased in power gradually up to 120 kw., was scheduled to go into operation at the end of October.

WMT Fights KSO Removal in Court

AN APPPEAL from the decision of the Radio Commission granting the application of KSO to move from Clarinda to Des Moines, Ia., was filed with the Court of Appeals of the District of Columbia Oct. 20 by WMT, Waterloo, Ia., through its counsel, Paul D. P. Spearman. WMT, itself an applicant for removal to Des Moines, on Oct. 21 was denied that authority by the Commission but was granted renewal of license to operate on 600 kc. with 500 watts regular power. Heretofore one-half of its output has been experimental.

Extensions of time for the filing of briefs by one side or the other were granted by the court during the last fortnight in the cases of WLOE, Boston, Fred H. Goss, Boston, and WNYC, New York, while other miscellaneous motions were acted upon respecting other pending appeals.

FREQUENCY MEASURING SERVICE

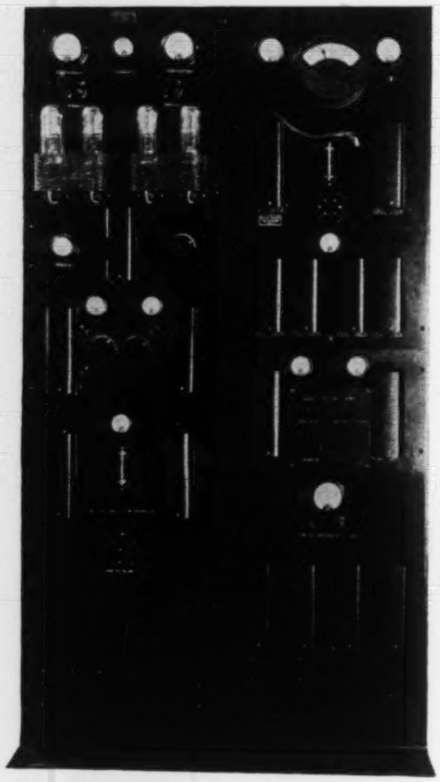
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET NEW YORK, N. Y.

XUM

Why Allow Transmitter Operating Costs to Remain Unreasonably High?



TYPE 100-B 100 WATT
BROADCAST TRANSMITTER

- Class "B" modulation with extremely low tube cost and operating cost.
- Contains two quartz crystals with separate temperature ovens and thyratron temperature control.
- Separate power supplies for modulated amplifier, crystal control apparatus and special speech amplifier.
- Construction allows immediate accessibility to all vacuum tubes and each individual part of transmitter.
- Operates from 115 volts 60 cycles. Can be installed in a few hours. Completely A.C. operated.

Technical Data On Operating Cost Furnished on Request.

DOOLITTLE & FALKNOR
INCORPORATED
1306-1308 WEST 74th STREET
Telephone: STEWART 2810
CHICAGO, ILL.

Analysing the Radio Audience

(*Continued from page 13*)

cities had radios; and that the proportions are somewhat smaller among native white, foreign-born white and Negro rural families.

Census a General Guide

TOO MUCH emphasis cannot be laid on the fact that the figures are more than two and a half years old, having required all this time for compilation. This means that the totals and percentages have increased substantially in the interim, so that at best these figures can serve only as a general guide. It is well known that the number of radios sold since April, 1930, has been considerable both among urban and rural dwellers, so that the size of the radio audience has been considerably enlarged. It is also well known that many persons, fearing the radio count of 1930 was a precursor of a radio tax, failed to answer the radio question when interviewed by the Government enumerators.

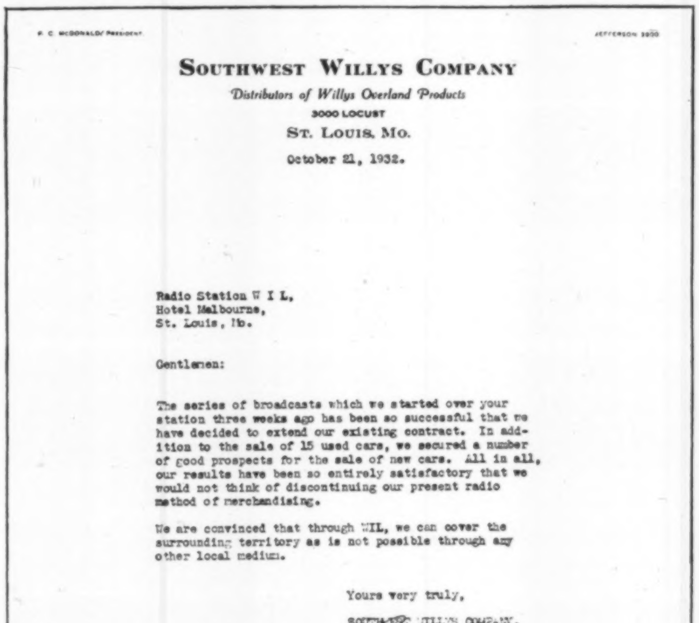
A conservative estimate of the increase in number of the radio-owning homes sinces the 1930 census was taken would be 20 to 30 per cent; for current purposes, the figures in each of the accompanying classifications should be increased accordingly.

[In the April, 1932, issue of BROADCASTING there appeared a complete tabulation of the estimated increase in the total number of American homes having radios since the 1930 census; it brought the over-all census figure up to 16,679,253, showing that practically every other home in the country, urban and rural, had a radio at that time. It is believed the figure is now nearer 18,000,000.]

Broken down by geographical groups, states, color and nativity in the accompanying charts, the figures are valuable in the extreme despite their belated release. The tabulations show the number of families (not including institutions, etc.) having a radio set at the time the decennial census of population was taken. Not only because they are 31 months old, but because they do not count extra sets in the home, sets in hotels, offices, boarding houses and institutions, the figures are incomplete. But they are here offered for what they are worth.

Adds Transcriptions

REPORTING a consistent 50 per cent increase in local time sales thus far this year over the same period last year, WRC, Washington, which hitherto has not handled transcriptions, has installed a new RCA Victor 33 1/3 and 78 r.p.m. turntable and will hereafter accept transcription accounts. Its first was the G. Washington Coffee "Sherlock Holmes" program, regularly presented as a "live" show weekly over the NBC-WJZ network. Being on the NBC-WEAF network, WRC will handle the same episodes on transcriptions under a 26-week contract which started Oct. 24. Nine other stations not on the WJZ hookup are also reported scheduled to get the series via transcriptions.



F. C. McDONALD, PRESIDENT
JEFFERSON 3000

SOUTHWEST WILLYS COMPANY
Distributors of Willys Overland Products
3000 LOCUST
ST. LOUIS, MO.

October 21, 1932.

Radio Station W I L,
Hotel Melbourne,
St. Louis, Mo.

Gentlemen:

The series of broadcasts which we started over your station three weeks ago has been so successful that we have decided to extend our existing contract. In addition to the sale of 15 used cars, we secured a number of good prospects for the sale of new cars. All in all, our results have been so entirely satisfactory that we would not think of discontinuing our present radio method of merchandising.

We are convinced that through WIL, we can cover the surrounding territory as is not possible through any other local medium.

Yours very truly,
SOUTHWEST WILLYS COMPANY,

Sales Manager.

GRHutchings/RT.

..Your clients, too, will be Just as Happy with W·I·L

Radio Loses on Campaign

(Continued from page 12)

radio editor of the NEW YORK TIMES, in his Oct. 23 column, had this to say about the management of radio by the politicians:

"The broadcasters complain that the politicians do not cooperate on well-planned programs. The result is that each party often broadcasts in competition with itself. For example, time is purchased for President Hoover at the same hour that on other stations Republican spellbinders are on the air. And while Governor Roosevelt is speaking, Democrats broadcast from other stations. Radio calls for entertainment and showmanship. The politicians, nevertheless, neglect to add an element of entertainment to attract a large audience, which otherwise would not tune in. The major parties should have efficient organizations to cooperate with the broadcasting stations, otherwise much of their effort is wasted."

Mr. Dunlap pointed out specific cases where the politicians have crossed themselves up with unwise bookings, and expressed the broadcasters' hope that "by 1936 the parties will perfect radio committees that understand the mechanics of broadcasting."

Listeners Displeased

DEMOCRATS are handling their radio bookings from New York headquarters. Republicans are making most radio arrangements out of Chicago, though they also have on their radio staff Paul Gascoigne, an employee of the Chesapeake & Potomac Telephone Co., in Washington, whose position and authority are only vaguely defined but who has been on leave from A. T. & T. to aid the Hoover radio campaign. He was once mentioned for the first zone radio commissionership, a reward anticipated after his radio work for Hoover in the 1928 campaign.

That a great portion of the audience dislikes having political speeches pouring out of its favorite radio stations is attested by no less an observer than William Hard, the NBC political commentator and a widely known newspaper and magazine writer. Wrote Mr. Hard in one of his recent Consolidated Press dispatches:

"This campaign is marked by a considerable number of curious features.

"The first is the slenderness of the campaign funds. If the Republicans get two million dollars to spend they will be satisfied. If the Democrats go up much above one million they will be gratified.

"The use of radio by the two parties will perhaps be only one-half of what it was four years ago. At the same time there have been torrents of complaints from radio auditors against the intrusions of political speakers into periods usually reserved for their favorite musical and comic entertainers. A great multitude of voters seem to prefer those entertainers even to the presidential candidates themselves.

Evading Crooners

"ONE OF the two parties has resolved that never again will it allow any of its speakers to go on speaking into the customary periods of certain radio topnotch entertainment artists. It has come to believe that the eminent statesman who pushes a popular crooner off the air makes more enemies than friends.

"The radio chains are not displeased with the decline this year in the number of political party programs. Those programs are not profitable when they supersede ordinary commercial programs. It pains a broadcasting company to have to pay an expensive troupe of radio entertainers while a distinguished political orator is haranguing in their time. The consolation of the radio officials is only that they can perhaps argue themselves into thinking that they are thus performing a public patriotic service.

"Meanwhile a large proportion of radio listeners do not regard it apparently as a service at all. Once last year when Senator Borah himself was addressing the radio audience, the telephone girls of the studio from which he was speaking spent his whole period answering remonstrances from listeners who wished to listen to the professional entertainment team which he was displacing. Editorial writers may make such suitable comments as may occur to them on the tastes of voters."

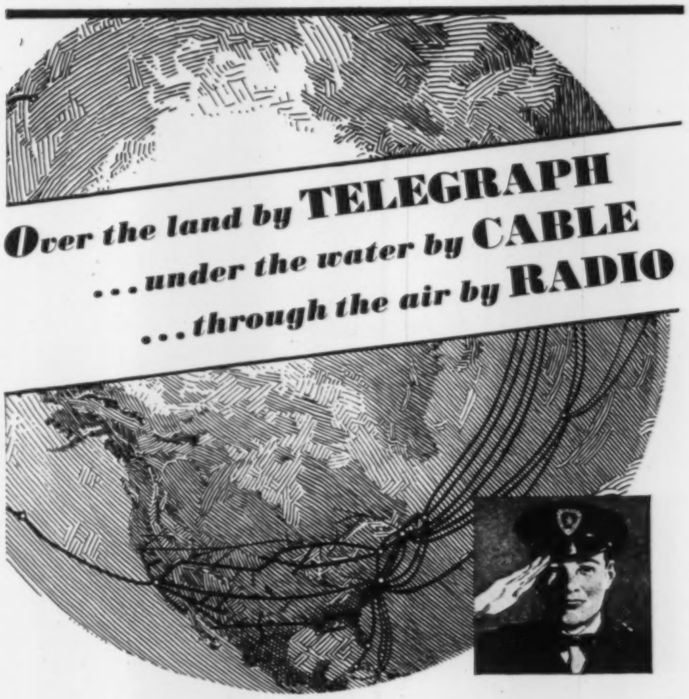
OPEN FOR CONTRACT—PEAK TIME
on the Nation's Capital Station
WMAL WASHINGTON D. C.

WMAL COVERS THOROUGHLY ONE OF THE MOST WEALTHY MARKETS IN AMERICA

—A stable market whose high purchasing power has not been as severely affected by the Depression as have most other communities . . . .

—A market in which it has brought consistent sales results to its national and local advertisers . . . .

Western Electric
BROADCAST REPRODUCING
SYSTEM


Over the land by TELEGRAPH
... under the water by CABLE
... through the air by RADIO

..Coordinated Communications that COVER THE WORLD

● Across the town or across the state...across the country or across the seven seas...it makes no difference when you use Postal Telegraph. For Postal Telegraph is part of the great International System, which provides fast, accurate, dependable message communication to the entire world through the perfect coordination of telegraph, cable and radio facilities.

Postal Telegraph reaches 80,000 places in the United States and Canada.* Working in conjunction with the other members of the International family, it reaches Europe, Asia and The Orient through Commercial Cables; Central America, South America and the West Indies through All America Cables; and ships at sea via Mackay Radio.

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To Telephone a Telegram, Cablegram or Radiogram just call "POSTAL TELEGRAPH" or *dial* your local Postal Telegraph office. Charges will appear on your telephone bill.

THE INTERNATIONAL SYSTEM
Postal Telegraph
Commercial Cables
All America Cables
Mackay Radio

ACTIONS OF THE

FEDERAL RADIO COMMISSION

OCTOBER 15 TO OCTOBER 28 INCLUSIVE

Applications . . .

OCTOBER 15

WJEJ, Hagerstown, Md.—Modification of CP issued 7-8-32 for new station to give exact transmitter location and change equipment.

WLBW, Erie, Pa.—License to cover CP issued 8-23-32 and modification of CP issued 10-6-32 to move station from Oil City, Pa., to Summit Township (Erie County), Pa.

Applications returned: WMCA, New York—Special authority to increase power from 500 w. to 500 w. with an additional 500 w. experimentally; KPCB, Seattle—CP to change equipment and increase power from 100 to 250 w.

OCTOBER 17

NEW, St. Louis, Mo., Missouri Broadcasting Corp.—CP for 2342 kc., 50 w.; temporary broadcast pickup station.

OCTOBER 18

WCBA, Allentown, Pa.—Modification of license to increase operating power from 250 to 500 w.

WSAN, Allentown, Pa.—Modification of license to increase operating power from 250 to 500 w.

KFLX, Galveston, Tex.—License to cover CP issued 6-28-32 to change equipment.

KPQ, Wenatchee, Wash.—CP to change equipment and increase operating power from 50 to 100 w.

NEW, Hilo, Hawaii—Otis Hill for CP to use 1150 kc., 50 w., unlimited hours.

Application returned: NEW, Tuscaloosa, Ala.—CP for new station to use 1370 kc., 100 w., unlimited hours, (facilities of WAMC).

W8XAN, Jackson, Mich.—License covering CP for 1600-1700, 43000-46000, 48500-50300, 60000-80000 kc., 100 w., visual broadcasting.

OCTOBER 19

W9XAK, Manhattan, Kans.—License covering CP for 2100-2200 kc., 125 w; experimental visual broadcasting station.

OCTOBER 20

WCAD, Canton, N. Y.—Install automatic frequency control.

WKAV, Laconia, N. H.—Modification of license to change specified hours of operation.

WEBR, Buffalo, N. Y.—License to cover CP issued 7-22-32 for auxiliary transmitter.

WOOD, Grand Rapids, Mich.—License to cover CP issued 6-14-32 and modification to change equipment and move transmitter from Furnwood, Mich.

WWL, New Orleans—Modification of license to change hours from specified to unlimited (facilities of KWKH, Shreveport, La.).

WFDV, Rome, Ga.—Modification of license to make change in specified hours.

KOA, Denver—Modification of CP to extend date of completion to 5-17-33.

KPO, San Francisco—Modification of CP to extend date of completion to 5-17-33.

OCTOBER 22

WJSV, Alexandria, Va.—License to cover CP issued 6-17-32, change location and equipment.

WJW, Akron, O.—License to cover CP issued 9-8-32 change location from Mansfield, O.

NEW, Abilene, Tex.—John Tindale for CP to use 1420 kc., 100 w., share with KABC, San Antonio.

KGKX, Lewiston, Idaho—Modification of CP issued 5-10-32 gives exact location transmitter; change in equipment.

KTM, Los Angeles—Voluntary assignment of license to Evening Herald Publishing Co.

KELW, Burbank, Cal.—Voluntary assignment of license to Evening Herald Publishing Co.

NEW, Sacramento, Cal.—Guy C. Earl, Jr., for CP to use 780 kc., 500 w. night, 1 kw. local sunset; unlimited hours (facilities of KTM, Los Angeles, and KELW, Burbank, Cal.).

Applications returned: NEW, R. E. Warmack & A. E. Waterman, Oroville, Cal.—CP to use 1370 kc., 15 w. D., 4 hours a day; WPAD, Paducah, Ky.—CP change equipment, change frequency and power from 1420 kc., 100 w. to 1120 kc., 250 w.; NEW, The Building Industries Exhibit, Inc., Cincinnati—CP to use 900 kc., 250 w., D.; WLVA, Lynchburg, Va.—CP to change equipment, frequency, power and hours from 1370 kc., 100 w.; shares with WBTM to 1500 kc., 100 w. night, 250 w. local sunset, unlimited (facilities WRBX, Roanoke, Va.).

OCTOBER 25

WGNY, Chester Township, N. Y.—Modification of CP issued 9-30-32 to make changes in equipment.

WBAX, Wilkes-Barre, Pa.—CP for changes in equipment, change frequency, power and hours from 1210 kc., 100 w., specified hours, to 1230 kc., 250 w., unlimited hours.

WACO, Waco, Tex.—Install automatic frequency control.

WENC, Americus, Ga.—Modification of license to change power and hours from 100 w. D., to 50 w. night, 100 w. local sunset, unlimited hours.

KGBX, Springfield, Mo.—License to cover CP issued 7-8-32 to change location from St. Joseph, Mo., and change hours.

KNX, Los Angeles—License to cover CP issued 6-7-32 to change equipment and increase power from 5 to 25 kw.

KMJ, Fresno, Cal.—Modification of CP issued 7-22-32 to give exact transmitter location and change in antenna.

Applications returned: WKBF, Indianapolis—Modification of license to change hours from specified to share with WCMA and WBAA; KFNF, Shenandoah, Ia.—Modification of license to change hours to share with KUSD and WILL and to remove time clause; KUSD, Vermillion, S. D.—Modification of license to change hours to share with KFNF and WILL and to remove time clause; WILL, Urbana, Ill.—Modification of license to change hours to share with KFNF and KUSD and to remove time clause; KUJ, Walla Walla, Wash.—Modification of license to change from D. to unlimited time.

OCTOBER 27

WABC-WBOQ, New York—CP to move auxiliary from Long Island, N. Y., to location of main transmitter, one-half mile from Wayne, N. J.

WHDH, Boston—Modification of CP issued 7-15-32 to give exact transmitter location.

NEW, Lansing, Michigan—Herman Radner for CP to use 880 kc. 100 w., unlimited hours amended to request 1210 kc.

WRBX, Roanoke, Va.—Modification of license to change hours of operation from shares equally with WHIS to shares with WHIS, to remove word "equally."

KASA, Elk City, Okla.—License to cover CP issued 7-1-32 for new station.

NEW, Joplin, Mo.—Capitol Radio Transmitting & Detection Corp. for CP to use 1420 kc. 100 w., unlimited hours (facilities of WMBH, Joplin, Mo.).

KOCW, Chickasha, Okla.—CP to change transmitter and studio locally and change equipment.

NEW, Hutchinson, Kan.—Hutchinson Broadcasting Corp. for CP to use 1500 kc., 200 w. D.

WKBH, LaCross, Wis.—Modification of license to change hours of operation from silmultaneous day and night, sharing with KSO to unlimited.

KGFJ, Los Angeles, Cal., and KLZ, Denver—Install automatic frequency control.

Decisions . . .

OCTOBER 18

WCAU, Philadelphia—Granted license, 1170 kc., 50 kw., unlimited time, covering move of transmitter from Byberry to Newton, Pa., installation of new equipment and increase in power from 10 to 50 kw.

KXYZ, Houston, Tex.—Granted license, 1440 kc., 250 w., unlimited time, covering change in frequency power and hours of operation and consolidation with KTLC.

KGU, Honolulu, T. H.—Granted license, 750 kc., 2½ kw., limited time, covering change in frequency equipment, increase in power and change in hours of operation.

WCBS, Springfield, Ill.—Granted consent to voluntary assignment of license to WCBS, Inc.

KVOO, Tulsa, Okla., and WAPI, Birmingham, Ala.—Granted authority to operate simultaneously Nov. 8 from 6 p.m. to midnight, and to continue until 3 a.m. CST, Wednesday, Nov. 8, with 1 kw. power, in order to broadcast election returns.

KGEW, Fort Morgan, Col.—Granted authority to discontinue operation until Dec. 1.

KSO, Des Moines—Granted modification of CP to change type of equipment authorized by CP, and approval of transmitter and studio location at 715 Locust St., Des Moines.

KRMD, Shreveport, La.—Granted special authorization to operate from 6 to 10:30 p.m., CST, Oct. 22.

KUJ, Walla Walla, Wash.—Granted special authorization to operate unlimited time on Oct. 18, 25 and Nov. 11.

WMBH, Joplin, Mo.—Granted special authorization to operate from 9:30 p.m. Nov. 8 to 1 a.m. Nov. 9, CST.

KFBJ, Marshalltown, Ia.—Granted special authorization to operate from 9 p.m. to 12 midnight, CST, Nov. 8.

Designated for hearing because of the request of KFBI for facilities of those stations. (KFBI has now withdrawn its application which has been dismissed, without prejudice.) Renewals for the regular period were granted: WJAG, Norfolk, Neb.; WCRW, Chicago; WEDC, Chicago; WSBC, Chicago, and KWKC, Kansas City, Mo.

The following stations were granted special experimental authorizations from Nov. 1, 1932, to May 1, 1933, to operate pending decision on hearing of renewal application of WBAK and WHP requesting facilities of WBAK: WCAH, Columbus, O.—Granted special experimental authority to operate unlimited time simultaneously with WHP, WOKO, WHEC-WABO and WFEA; WFEA, Manchester, N.H.—To operate simultaneously with WHP, WHEC-WABO, WCAH and WOKO; WHEC-WABO, Rochester, N. Y.—To operate simultaneously with WOKO, WHP, WCAH and WFEA on 1430 kc.; WHP, Harrisburg, Pa.—Granted special experimental authority to operate, sharing time with WBAK and simultaneous operation with WCAH, WFEA, WOKO and WHEC-WABO; WOKO, Albany, N. Y.—Granted special experimental authority to operate unlimited time and simultaneous operation with WHP, WCAH, WFEA, and WHEC-WABO on 1430 kc.; WQBC, Vicksburg, Miss.—Granted special experimental authority to operate unlimited time on 1360 kc., with 500 w. power.

Set for hearing: WPRO-WPAW, Providence, R. I.—Requests CP to move transmitter from Cranston to near Graystone, R. I., change frequency from 1210 to 1260 kc., increase power from 100 to 250 w., install new equipment and antenna system; WHBC, Canton, O.—Requests CP to insall new equipment with maximum rated power of 100 w. and to increase power from 10 to 100 w.

KGW, Portland, Ore.—Denied request that Commission reconsider its denial on Oct. 6 of KGW request to have KTAR, Phoenix, operate after midnight, so that interference that might be expected by the increase in power of KTAR from 500 to 1000 w. might be determined.

WCAH, Columbus, O.—Dismissed request that the application for renewal of license for auxiliary transmitter be denied and that authority be granted to dismantle this transmitter.

NEW, Wabash Valley Broadcasting Co., Attica, Ind. —Dismissed from hearing docket, without prejudice, at request of applicant, application for CP, 1210 kc., 100 w., unlimited time.

KXL, Portland, Ore.—Dismissed from hearing docket, without prejudice, at request of applicant, application for CP, 1410 kc., 250 w., unlimited time.

NEW, Virgil V. Evans, Spartanburg, S. C.—Denied motion filed by his attorney to dimiss application of W. T. Hamilton for CP for new station at Greenville, S. C., to operate on 1240 kc., 250 w. night, 500 w. day, unlimited time. This application to be heard on Nov. 21, 1932.

WERE, Erie, Pa.—Remanded to docket for purpose of hearing applicant concerning financial ability only. Case to be heard by Commission on Nov. 16. Oral argument, scheduled for Oct. 19, cancelled.

KTAR, Phoenix, Ariz., and WTMJ, Milwaukee—Hearing date continued to Nov. 29.

KWKH, Shreveport, La.—Granted permission to take depositions in its application for renewal of license hearing on which is set for Nov. 28.

R. C. Powell & Co., Inc., New York—Granted authority to submit another monitor to Bureau of Standards for test.

WJSV, Alexandria, Va.—Equipment test extended for period of 10 days from Oct. 13.

The Commission, on Oct. 4, decided not to extend further the working of Rule 145 in case of broadcast stations that have installed approved frequency monitors but that have not obtained a satisfactory check of the calibration. All stations in this class schould proceed immediately to obtain the necessary check. This must be done before it can be considered that the frequency monitor is in all details operating according to the requirements of Rule 145. However, if an approved monitor is installed and due diligence is being exercised in obtaining a check and the required calibration, Rule 145 may be considered satisfied.

OCTOBER 21

WMAL, Washington, D. C.—Granted CP to install auxiliary transmitter, maximum power 1 kw.

KGGM, Albuquerque, N. M.—Granted CP to move

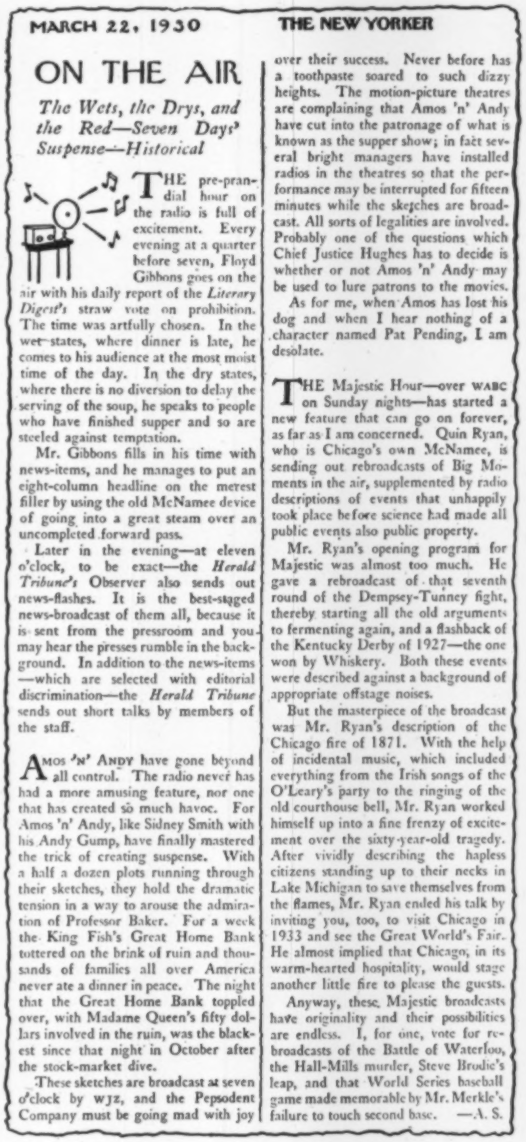
(*Continued on page 31*)

Washington Visitors*

H. K. Carpenter, WPTF, Raleigh, N. C.
Virgil Evans, WSPA, Spartanburg, S. C.
E. K. Cohan, A. B. Chamberlain, S. G. McAllister and W. B. Lodge, CBS, New York
Bond Geddes, RMA, Chicago
B. B. Musselman, WCBA, Allentown, Pa.
A. Z. Moore, WKJC, Lancaster, Pa.
D. E. Kendrick, WFIW, Hopkinsville, Ky.
C. C. Benson and W. F. Burton, Augusta, Ga.
Burridge D. Butler and Glenn Snyder, WLS, Chicago
J. C. Ballard, Cornell University, Ithaca, N. Y.
J. T. Caulkins, WESG, Ithaca, N. Y.
C. E. Pfautz, RCA Frequency Bureau
Peter Dixon, New York
W. J. Barkley, DeForest Radio Co., Passaic, N. J.

**A register of visitors at the offices of the Federal Radio Commission, the National Association of Broadcasters and* BROADCASTING, *October 15-29.*

THE NEW YORKER Picked Three Radio Features . . . All Originated by W-G-N



MARCH 22, 1930 THE NEW YORKER

ON THE AIR

The Wets, the Drys, and the Red—Seven Days' Suspense—Historical

THE pre-prandial hour on the radio is full of excitement. Every evening at a quarter before seven, Floyd Gibbons goes on the air with his daily report of the *Literary Digest's* straw vote on prohibition. The time was artfully chosen. In the wet states, where dinner is late, he comes to his audience at the most moist time of the day. In the dry states, where there is no diversion to delay the serving of the soup, he speaks to people who have finished supper and so are steeled against temptation.

Mr. Gibbons fills in his time with news-items, and he manages to put an eight-column headline on the merest filler by using the old McNamee device of going into a great steam over an uncompleted forward pass.

Later in the evening—at eleven o'clock, to be exact—the *Herald Tribune's* Observer also sends out news-flashes. It is the best-staged news-broadcast of them all, because it is sent from the pressroom and you may hear the presses rumble in the background. In addition to the news-items—which are selected with editorial discrimination—the *Herald Tribune* sends out short talks by members of the staff.

AMOS 'N' ANDY have gone beyond all control. The radio never has had a more amusing feature, nor one that has created so much havoc. For Amos 'n' Andy, like Sidney Smith with his Andy Gump, have finally mastered the trick of creating suspense. With a half a dozen plots running through their sketches, they hold the dramatic tension in a way to arouse the admiration of Professor Baker. For a week the King Fish's Great Home Bank tottered on the brink of ruin and thousands of families all over America never ate a dinner in peace. The night that the Great Home Bank toppled over, with Madame Queen's fifty dollars involved in the ruin, was the blackest since that night in October after the stock-market dive.

These sketches are broadcast at seven o'clock by WJZ, and the Pepsodent Company must be going mad with joy over their success. Never before has a toothpaste soared to such dizzy heights. The motion-picture theatres are complaining that Amos 'n' Andy have cut into the patronage of what is known as the supper show; in fact several bright managers have installed radios in the theatres so that the performance may be interrupted for fifteen minutes while the sketches are broadcast. All sorts of legalities are involved. Probably one of the questions which Chief Justice Hughes has to decide is whether or not Amos 'n' Andy may be used to lure patrons to the movies.

As for me, when Amos has lost his dog and when I hear nothing of a character named Pat Pending, I am desolate.

THE Majestic Hour—over WABC on Sunday nights—has started a new feature that can go on forever, as far as I am concerned. Quin Ryan, who is Chicago's own McNamee, is sending out rebroadcasts of Big Moments in the air, supplemented by radio descriptions of events that unhappily took place before science had made all public events also public property.

Mr. Ryan's opening program for Majestic was almost too much. He gave a rebroadcast of that seventh round of the Dempsey-Tunney fight, thereby starting all the old arguments to fermenting again, and a flashback of the Kentucky Derby of 1927—the one won by Whiskery. Both these events were described against a background of appropriate offstage noises.

But the masterpiece of the broadcast was Mr. Ryan's description of the Chicago fire of 1871. With the help of incidental music, which included everything from the Irish songs of the O'Leary's party to the ringing of the old courthouse bell, Mr. Ryan worked himself up into a fine frenzy of excitement over the sixty-year-old tragedy. After vividly describing the hapless citizens standing up to their necks in Lake Michigan to save themselves from the flames, Mr. Ryan ended his talk by inviting you, too, to visit Chicago in 1933 and see the Great World's Fair. He almost implied that Chicago, in its warm-hearted hospitality, would stage another little fire to please the guests.

Anyway, these Majestic broadcasts have originality and their possibilities are endless. I, for one, vote for rebroadcasts of the Battle of Waterloo, the Hall-Mills murder, Steve Brodie's leap, and that World Series baseball game made memorable by Mr. Merkle's failure to touch second base. —A. S.

"AMOS 'N' ANDY," originated and developed by W-G-N under the name of "Sam 'n' Henry." . . . .

FLOYD GIBBONS, introduced and coached by W-G-N for radio after his more than a decade of "headline hunting" the world over for the Chicago Tribune . . . .

QUIN RYAN, now manager of the station, who since early 1924 has faced the W-G-N mikes in a greater variety of distant national news events and radio features than any other announcer . . . . At the time of the New Yorker's comment, he was acting as guest artist over the Columbia chain, borrowed *pro tem* from W-G-N . . . .

The station that gives the world daily such chain features as Super-Suds' "Clara, Lu, 'n' 'Em," Kellogg's "Singing Lady," and Ovaltine's "Little Orphan Annie," has similar peaches for you today, all ready for picking . . . .

As for station popularity, just take an honest poll in Zone 7—pick, say, Grand Rapids, Peoria, South Bend, Cedar Rapids and Green Bay . . . or any others.

WGN

THE CHICAGO TRIBUNE STATION ON THE DRAKE HOTEL

416.4 METERS—720 KILOCYCLES

NATIONAL PRESTIGE . . . . SUPERIOR PROGRAMS . . . . 25,000 WATTS POWER . . . . CLEAR CHANNEL . . . . INTENSIVE ZONE 7 COVERAGE

IN NORTHERN OHIO IT'S

WHK

CLEVELAND'S PIONEER
BROADCASTING STATION

Newly Linked
by the

RADIO AIR
SERVICE CORP.

to serve the

RICH
OHIO RADIO
MARKET

IN CENTRAL OHIO IT'S

STATION
WAIU

Copyright Issue Awaits NAB

(*Continued from page 10*)

that the new association would in no wise conflict with the NAB, and denied that it would have the effect of splitting the industry. It was reported also that Mr. Damm, had been elected president of the new organization, and Mr. Fitzer secretary.

Dill Attacks Dealings

AN UNEXPECTED and important repercussion to the ASCAP negotiations with newspaper stations was the receipt by BROADCASTING of an unsolicited letter from Senator Dill, (D.) of Washington, radio leader of Congress and co-author of the Radio Act of 1927, in which he assailed "this latest attempt of the American Society to curry favor with the great newspapers of this country." Characterizing it as a new illustration of ASCAP's attempt "to use every possible influence of public opinion to keep down opposition to their tyrannical and arbitrary use of the power which they exert by control of 90 per cent of the copyrights on the most popular music", Senator Dill said he sincerely hoped that newspaper stations will not be "induced by this mess of pottage to endanger their birthright to run radio stations."

Senator Dill, in conclusion, said he was "more and more convinced that Congress must at an early date pass legislation to compel fair treatment by any organization controlling any considerable amount of copyrighted music, to the extent of compelling them to charge no unreasonable fees, make no unjust requirements and, above all, make no discriminatory agreements."

Split in Ranks Seen

IN CONNECTION with the newspaper-station negotiations, a number of influential newspapers operating stations, such as the CHICAGO TRIBUNE (WGN), indicated at the very outset that they would refuse to accept the Mills proposition for a more favorable contract in view of the basis upon which it was offered. It was their view that the ASCAP move was designed to split broadcasting ranks and that such a move could arouse resentment in the industry.

Further complicating the copyright situation, and tending to show the inequity of the ASCAP demand for 3, 4 and 5 per cent of the "net receipts" of stations during the next three years, plus readjusted sustaining fees, which would swell the ASCAP coffers from 300 to 500 per cent over previous broadcasting annuities, was the entrance of a leading program sponsor into the field.

In a voluntary letter to BROADCASTING, H. C. Graham, director of radio of the Los Angeles Soap Co., sponsors of "Chandu, the Magician", attacked ASCAP's stand that the 3 per cent of net receipts be paid on programs whether or not they use ASCAP music. Many stations have adopted the practice of passing the royalty on to the program sponsor, since absorbing it themselves might mean the difference between keeping in business and going into receivership.

New Rift Predicted

"THE CONTROVERSY between ASCAP and the NAB, although temporarily settled, will soon be torn open again—this time by a third party, namely the sponsors of programs containing no material controlled by ASCAP," Mr. Graham wrote.

Pointing out that "Chandu" has been running continuously since August, 1931, and that the radio rights are controlled by his company, Mr. Graham said that transcriptions have been sold to Beechnut Packing Co. for the territory east of the Mississippi.

"We have been very careful from the beginning to use only music especially written for us, the copyrights being held in the name of Earnshaw-Young, Inc., of Los Angeles, our advertising agents. We contend that it is inequitable to expect a sponsor to pay any such tax when the programs contain no material controlled by ASCAP. Believing that we are right in this contention, and also that many others in the same position will be with us, we are sending a letter to all of the radio stations with which we have contracts. * * * No agreement between ASCAP and NAB can be binding on us and cannot in any way alter the contracts which are now in force between ourselves and the various radio stations."

Declines to Pay Fee

IN THE LETTER to the stations using the "Chandu" program, Mr. Graham explained that he had received communications from several stations relative to the 3 per cent tax on station time imposed by ASCAP. Repeating that no ASCAP-controlled music is used in the program, he notified the stations:

"There is absolutely no fee to be paid by us for copyrights. We have paid for the music and the story, and we have the exclusive rights to the use of it for radio purposes. * * *

"We hope it is clear that we do not intend to pay a copyright tax on material which we own outright. Neither ASCAP nor the radio stations have any legitimate reason to add any tax whatsoever to our invoices to cover copyright fees on material of which we have exclusive radio control."

On the basic copyright issue, it appears that, either way the wind blows, the whole matter will await the disposal of the NAB convention despite the fact that Mr. Mills will be bound by the decision of his own board as to whether he can offer a new contract changing the basis of the royalty structure. In the opinion of observers, it will be the only time in the NAB history that its membership will have been called upon to take action on a concrete situation of such magnitude involving dollars and cents.

Negotiate Eight Weeks

THE COPYRIGHT situation will be presented to the convention after eight weeks of persistent negotiation between Mr. Mills and Mr. Schuette, during which they have been unable to reach an accord, though they have striven for an understanding. The first real step forward was made when ASCAP on Oct. 10 abandoned its attempt to collect the revenue on political addresses. That broke down the demand that fees be paid on all revenues. Then the special contract offered newspaper-owned stations by which they would not pay royalties on "public service" programs, as well as pay curtailed sustaining fees, opened the way for similar contracts to all stations.

Similarly, the newspaper-station contract is up in the air at this time, and also should be brought into the open at St. Louis, prior to its consummation. The upshot of all these conflicting activities and negotiations has been that

N.A.B. CONVENTION IN ST. LOUIS
November 13 · 14 · 15 · 16
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SAINT LOUIS

Convenient to all things of principal interest—Its location at Lindell and Kingshighway Boulevards, opposite Forest Park, appeals to visitors—Delightful surroundings.

HOME OF RADIO STATION KWK

The only Hotel in St. Louis with nationwide radio affiliation.

Location, rooms, food, service, facilities, "atmosphere" and a sincere desire to serve you well at sensible prices is our promise.

Rates for one, $3 to $5 per day
Rates for two, $5 to $7 per day

THE HOTEL CHASE
ST. LOUIS, MO.
J. A. HADLEY, Manager

A Practical New Book Which Checks Up Methods and Results

The Advertising Agency Looks at RADIO

Radio Broadcast Advertising as Viewed by Eighteen Experts and Twelve Leading Agencies

Edited by NEVILLE O'NEILL

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only a handful of stations have actually signed the ASCAP contracts, while few if any of the newspaper stations have signed. All this, despite the hammering of local representatives of ASCAP for signatures, and the fact that more than two months have elapsed since the NAB board, accepted under protest, the 3-4-5 per cent three-year stipulation.

Stations Threatened

FUEL was added to the fire during the last fortnight when the NAB received telegrams from several small stations that threats had been made by ASCAP local representatives of infringement suits unless they signed the new contracts. Mr. Schuette immediately protested to Mr. Mills. Mr. Mills previously had given assurances that no infringement actions would be instituted against stations negotiating new contracts.

As an outgrowth of the whole situation, the NAB convention also is expected to make a definite decision as to what it will do about its future music supply. With the ASCAP dealings anything but favorable, there is a decided trend in favor of a wholly-controlled radio music organization. Unless ASCAP, as the seller, recedes from its position of dictating the price the broadcaster, as the purchaser, should pay, and what music it may or may not perform, the view is prevalent that an attempt will be made to set up radio's own music supply.

Many publishers and composers not aligned with ASCAP would welcome the opportunity of joining a radio music company and obtain outlets for their works. Moreover, it is an open secret that a number of important publisher-members of ASCAP, and a host of its composer-members, are not satisfied with their own organization and would be receptive to propositions from broadcasters. ASCAP now is endeavoring to make longer-term contracts with its members for their products, evidently to protect themselves against defections in the ranks.

Convention Special

SPECIAL RAILROAD accomodations for delegates and visitors to the NAB convention at St. Louis, Nov. 13-16, have been made by the Chesapeake and Ohio railroad. Attached to the George Washington, the road's crack air-conditioned train, will be two special Pullmans as well as a club car, radio-equipped, for the exclusive use of those bound for the convention. Reduced rates of a fare and one-half are being given for the convention, and many broadcasters in the South and East are planning to make connections on the George Washington. The convention specials tentatively have been arranged for both Nov. 11, and 12, departing from Washington at 6:01 p.m. The train leaves Richmond daily at 5:30 p.m., New York at 12:30 p.m., North Philadelphia at 2:13 p.m. and West Philadelphia at 2:24 p.m.

UPON the inclusion of KOMA, Oklahoma City, in the CBS network this month, WKY, the NBC outlet in that city, instituted a comprehensive advertising campaign in city and state newspapers.

"Only $3 for all this?"

You'll be surprised, too, when you see how much luxury and convenience you can enjoy at the Hotel Lexington for as little as $3 a day.

And here's another fact that'll make your expense account beam with gratitude—it costs only $1 a day more for two persons at the Lexington. A room which is $3 for one, for instance, is only $4 for two persons.

HOTEL LEXINGTON
In Grand Central Zone, Lexington Ave. at 48th Street
NEW YORK CITY
CHARLES E. ROCHESTER, *General Manager*

Announcing—

RADIO STATION
WGNY

1210 Kilocycles .. .. 50 Watts

CHESTER, N. Y.

●

• A Radio Station Is No Larger Than Its Audience

●

To the Federal Radio Commission:

We express our appreciation for its recognition of Orange County's need for a high calibre local broadcasting station.

To Orange County's 150,000 People:

We pledge the character of broadcasting service previously unavailable in this area.

To the Broadcasting Industry:

We will strive to show that a local station, operated in accord with the highest ideals of the craft, has a true and indispensable place in radio.

To Advertising Agencies and Advertisers:

We will endeavor to prove that a station is no larger than its audience, and that WGNY will build a loyal, worthwhile audience in Orange County, a strictly agricultural community, which practically borders on the very metropolitan and manufacturing area of New York City.

●

33⅓-78 r. p. m. Turntables
Completely RCA Equipped

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Situations Wanted

Young lady holding first class radiotelephone license desires position in broadcasting station. Experienced operator and announcer. Musical training and typist. References. Address Box 61, BROADCASTING.

Engineer-Operator available. Eight years' experience. Unlimited license. Designing, installation, construction and maintenance on all types composit and Western Electric transmitters. Now employed by prominent Mid-West Station. Will consider making change. 26 years old. Married. Ample references. Box 59, BROADCASTING.

Commercial Manager desires a position offering greater opportunity. He has fine selling record, having doubled the business of the company by which he is now employed. He has sold some of the most intelligent and effective programs on the air and is thoroughly experienced in merchandising an advertiser's product. Address Box 58, BROADCASTING.

Engineer with 5½ years experience with large company in transmitter development, design and putting into operation of large broadcasting station, class B modulation, short wave transmitters. Desires position as station engineer or other engineering position. Box 62 BROADCASTING.

Help Wanted

Illinois Station (not Chicago) has opening for experienced high calibre salesman, who has and can sell ideas. Permanent connection. Advance commissions. Give experience and references. Address Box 60, BROADCASTING.

The Other Fellow's Viewpoint...

Hospital Listeners

To the Editor of BROADCASTING:

There comes a time in the radio business when all good men must surrender the old appendix. I've just surrendered mine, and am now eligible for membership in the "Incision Comparers Club of America, Inc." Ted Husing and I started the club today.

But that's not what I started to write about. Three weeks flat on the back in Beth Israel Hospital gave me an idea which, I believe, can be used by radio stations everywhere. It has already been put in operation at WMCA. Here's the story:

One of the first things I noticed (outside of gas pains) when the anaesthetic wore off was that the Chief Engineer of the hospital seemed content to tune in one station on the master set which feeds the bed head-sets and let it go at that.

Now I'm a very funny guy about my radio programs. Being in the business, I can take 'em or leave 'em alone. It wasn't long until I ran into one of these programs that didn't interest me in the least, whereupon I called the Chief Engineer by phone to see what could be done about it. With a bit of effort I made him understand that there were things on the air that I'd much rather hear than a delightful formula for making crispy crumpets, or how to take a discarded soapbox, doll it up with three yards of tulle, and have a very serviceable dressing table after you got through with the dolling up process.

So the fellow tuned in a few things I wanted to hear.

When I was able to wheel-chair around the place a bit I visited other patients, trying to find out what they thought of the practice of tuning one station and letting it go all day. They were unanimous in their opinion that variety would provide spice in radio as well as in life—and that something ought to be done about it.

So, we have done something about it.

In our program releases now we check especially for radio-equipped hospitals the programs we sincerely believe will bring a bit of joy to bedfast persons. We have contacted the engineers in charge of tuning in programs, explaining what we're trying to do, and they've agreed to cooperate.

The average daily population of hospitals in the Greater New York area served by WMCA exceeds 30,000. These listeners naturally will not always be confined in hospitals. They'll go back to their homes. They'll be potential customers for what radio has to sell. And maybe they'll feel a bit better about radio for having pointed the way to interesting programs for their enjoyment while they were sick.

Maybe it's a good idea. If so, I'd like to see every station put it into operation.

GEORGE BRICKER,
Station WMCA,
New York City.

Oct. 20, 1932.

Sells Some Time

To the Editor of BROADCASTING:

In view of the inaccurate statements made in the third column of page 10 of your issue of October 15, whose basis it is difficult to understand, I beg the opportunity of presenting the facts of the matter.

The call letters of Station WEAI, owned and operated by Cornell University, have been changed to WESG. No change has been made or is contemplated in ownership, control of programs or operation. No application is pending or contemplated to remove the station to Elmira or to discontinue in any respect the educational programs presented by the University for the past three years. The station will in the future, as it has in the past, sell some of its unused time and a block of time has been contracted for by an Elmira organization for commercial programs, originating in Elmira, N. Y.

WILLIAM C. BALLARD, JR.,
Professor, School of
Electrical Engineering,
Cornell University,
Ithaca, N. Y.

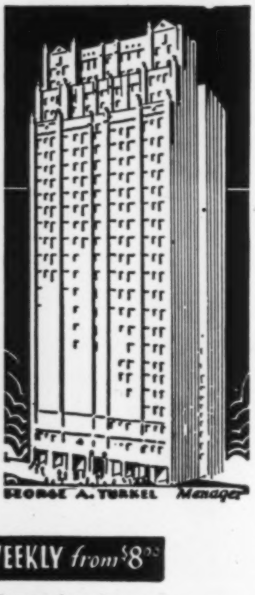
Oct. 17, 1932.

EDITOR'S NOTE—As stated in the article in question, the information therein came from official and therefore presumably reliable sources. We regret the error and are glad to publish this explanation by Prof. Ballard.

Curtis Backs Professor For Job on Commission

VICE PRESIDENT Curtis is urging the appointment of Prof. J. C. Jensen, engineering instructor of Nebraska Wesleyan University and director of its station WCAJ, at Lincoln, to the Radio Commission as successor to Maj. Gen. Charles McK. Saltzman, who resigned the chairmanship last July. Letters endorsing Prof. Jensen have been sent by Mr. Curtis to the White House and to the Radio Commission.

Prof. Jensen also was recommended for the post by Senator Nye (Rep.) of North Dakota, and is understood to bear the endorsement of the National Committee on Education by Radio, the organization opposed to commercial broadcasting and fostering legislation to set aside 15 per cent of the available waves for educational stations. He is only one of a dozen candidates for the post.



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Enjoy real comfort, genial social life, free use of gymnasium, beautiful swimming pool, comfortable lounges, library, open air roof garden, restaurant. Separate floors for men, women and couples. Within walking distance of business, shops and amusement centers.

Rates: DAILY $1.50 - 3.00 WEEKLY from $8.00

Five minutes from Pennsylvania or Grand Central Stations

A NEW 23 STORY CLUB HOTEL

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145 E. 23rd STREET. NEW YORK CITY
Gramercy Park Phone: Gramercy 5-3840

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10,000 WATTS FULL TIME SCHEDULE. NORTHWEST'S LEADING RADIO STATION

THE NEW WJSV

Is on the air . . . bringing a complete Columbia Network Service to the National Capital Area . . .

PREFERRED PROGRAMS

Kate Smith, Guy Lombardo, The Boswell Sisters, The Mills Brothers, Morton Downey and the whole galaxy of Columbia's famous features now reach the National Capital Area on a full and uninterrupted schedule through the new WJSV. Ninety per cent of WJSV's evening time is devoted to these programs, ranked first in popularity by every impartial survey.

10,000 WATTS

Operating with 10,000 watts power, within 4½ miles of the White House and with a well-nigh perfect ground system embedded in the tide-swept banks of the Potomac . . . the new WJSV is laying down by far the strongest average signal received by the 150,000 receiving sets in its intensive service area. On special tests, recently conducted, WJSV has verified reports of reception from coast to coast and from Canada to the Gulf.

PRIMARY MARKET

The new WJSV effectively covers a rich market embracing a population of 766,999 persons who purchase $395,810,000 worth of merchandise every year. This market is entirely within the "one millivolt per meter line" of the new WJSV.

WESTERN ELECTRIC TURNTABLES

Western Electric Turntables—33 1/3 and 78 R.P.M.—lateral or hill and dale pick-up are standard equipment. A number of preferred positions during both day and night are now available for recorded programs of high quality.

• WRITE FOR RATES AND OPEN TIME.

WJSV

10,000 WATTS

OLD DOMINION BROADCASTING COMPANY

Main Studios:
Mt. Vernon Memorial Blvd.
Alexandria, Virginia

Business Office:
1218 Shoreham Bldg.
Washington, D. C.

• THE COLUMBIA BROADCASTING SYSTEM